

## **Historic, Archive Document**

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62.4/ 1927 *Guaranteed*  
*Emlong's* *to Grow*

## Fruit Plants

**Fruit Trees • Ornamentals**



*Cooper*

*The BIGGEST  
BERRY GROWN*

**HENRY EMLONG & SONS**

**STEVENSVILLE,  
MICHIGAN**



# EMLONG'S

GENUINE  
PERFECTED  
**MASTODON**

***Not a Fall-Bearer But An Everbearer***

Commences bearing in July and produces at the rate of 6,000 to 10,000 quarts per acre before winter. Another big crop with the June bearers; after a short rest the Summer and Fall crop

***Three Crops in 18 Months—Can You Beat It?***



***18 to 30 Berries  
Fill a Quart Box***

Single berries measure  
3 to 5 inches around.

**MASTODON  
Plants Free to  
EMLONG  
Customers**

See page 38





# Emlong's Mastodon Demonstration Blocks

## AT SPECIAL LOW PRICES

Knowing as we do the tremendous commercial value of this marvelous New Everbearing Strawberry and in order to demonstrate its value in every community we are making these special low prices on  $\frac{1}{4}$  acre,  $\frac{1}{2}$  acre and acre collections.

$\frac{1}{4}$  Acre, 2000 Perfected Mastodon . . \$ 53.50 ☐

$\frac{1}{2}$  Acre, 4000 Perfected Mastodon . . 95.00 ☐

1 Acre, 8000 Perfected Mastodon . . 165.00 ☐

As we have reserved only 500,000 Perfected Mastodon plants for this purpose only a very few of our customers will be able to take advantage of this liberal offer—to make sure of yours order today.

**No Discount Allowed on These Collections**

(SEE OTHER SIDE)

## Special Low Price Demonstration Block Order

Gentlemen:—

You may send me at proper planting time the Perfected Mastodon plants I have checked (X) on the opposite side of this slip. Enclosed find \$..... covering same. I agree to give the plants good care and will send you a report of my success after the fruiting season this Fall.

Your Name and Address Here

My Name .....

State ..... County.....

Town ..... R. F. D.....

### Do Us a Favor—We'll Give You a Present

Gentlemen:—

As I will not plant any Nursery Stock this Spring I have handed your catalog to the following party who is interested and will probably place an order for some stock.

Name ..... State.....

Town..... R. F. D.....

In return for this favor you may send me free—Fruit Plants ( ),  
Fruit Trees ( ), Ornamentals ( ).

Check the class of stock you prefer and while we cannot agree to furnish any certain article we will try to give you the class of stock you prefer.

Your Name and Address Here.....

CUT OUT ON THIS LINE



# EMLONG'S

## GENUINE PERFECTED MASTODON

**This Remarkable Strawberry Will Bring Millions to Fruit Growers.**

Since the introduction of the first so-called Everbearing Strawberries years ago, many varieties have been originated and introduced and just about every fancy word in the dictionary has been used to describe them in a glowing, deceptive and attractive manner. Some of these varieties have been good—some indifferent—many worthless. Undoubtedly the best of the lot have been Superb, Progressive and Champion but they have lacked many features necessary to a really desirable variety.

### **Dreams Seldom Come True—This One Did**

We as well as thousands of others have longed for an Everbearing variety that combined large size, good quality, color and flavor with productiveness, and have contended that when such a variety was found it would mean millions to the fruit growers of this country and would command more attention than any other introduction of fruit.

Little did we think that our fondest hopes would be realized so soon, but—here it is—in Emlong's Perfected Mastodon you will find every one of those good features we have worked for so long, and more than that because Mastodon seems to have thrown in a few of its own for good measure.

### **Plant Mastodon and Be Convinced**

The only way you can ever appreciate this Marvelous Strawberry is to grow it yourself. We could fill this book with descriptions, pictures, testimonials, record yields, etc., but even all this could not bring you to full realization of its many unusual and desirable traits.

When P. H. Dempers of the Rural New Yorker saw our big field of Mastodon fairly ablaze with big red beauties and loaded with green berries and blossoms early in September he remarked, "This is the greatest sight I have ever seen and when you tell your customers what a remarkable variety Mastodon really is many of them will not believe you."

So there you are. We do want you to believe every word we say but most of all we want you to enjoy a big supply of delicious strawberries this Summer and Fall and you'll do both if you plant Emlong's Perfected Mastodon this Spring.

**YOUR MONEY BACK IF YOU  
ARE NOT SATISFIED WITH  
EMLONG'S PERFECTED MASTO-  
DON.**

Play safe—order yours today. We have sold one man 300,000 Perfected Mastodon, enough to plant 40 acres solid. See pages 13, 14, 15 and 16,

9 to 12 berries top a quart box.

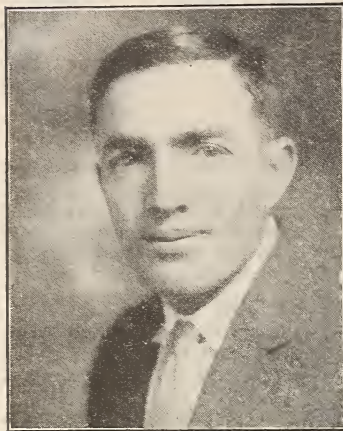


Here is the proof that Emlong's Perfected Mastodon do produce BIG CROPS. This photograph was taken on our own farms September 25th, just about 100 days after the plants were set, loaded with berries and blossoms.

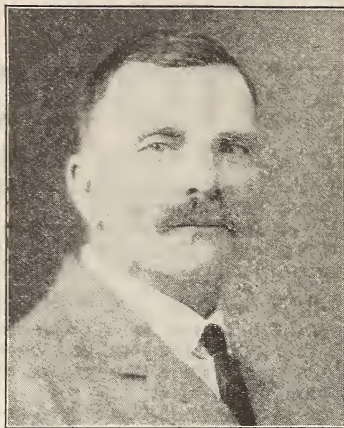


# Two Generations of Emlongs

Combining 100 Years of Experience Safeguard Your Success



CLYDE EMLONG



HENRY EMLONG



RALPH EMLONG

## Greetings to Friends and Customers

We take great pleasure in presenting our Annual Fruit Plant Book, and wish to take this opportunity of expressing our appreciation to our thousands of customers for the generous patronage accorded us in the past. We are sure you will find this catalog interesting as it accurately and truthfully describes only those varieties of fruits which have proven popular and profitable; it also tells you how we grow and handle them to give you greatest success and satisfaction.

### A Few Words About Our Business

Our Fruit Plant Business ranks as one of the three largest of its kind in the United States. We are not telling you this in a boastful spirit but merely to impress upon you the result of a superior product and honest, fair and square dealing.

### Its Origin and Growth

The beginning of our Big Fruit Plant Business dates back more than half a century—1875 to be exact—when Henry Emlong, the senior member of our firm, located here in Southwestern Michigan. The Nursery now comprises 400 acres of the finest Fruit Plant soil in the world and millions of Strawberry, Raspberry, Blackberry and Grape plants are produced annually.

### Critical Buyers Prefer Our Products

We number among our regular satisfied customers many of the largest buyers in the United States—Fruit Associations, Nurserymen, Public Institutions, large Commercial Planters, etc. If we can please this discriminating class of buyers we can please you—WE KNOW IT—and a trial order will convince you.

### Become a Member of This Big Family

There is a Big Family of SATISFIED EMLONG CUSTOMERS scattered all over the United States and Canada. If you expect to buy Fruit Plants, Fruit Trees or Ornamental Stock this season we invite you to become a member of this Big Family. Just send in your order, we will do the rest and whether it amounts to \$1.00 or \$1,000.00, you'll receive some of the finest stock that can be grown because we have only one grade and that THE BEST.

### New Lower Prices

As this catalog represents the resources of both The Consumers Wholesale Nursery and Henry Emlong & Sons, we are pleased to announce greatly reduced prices. We have the finest lot of stock we have ever produced. Increased production and an ideal growing season have greatly reduced our growing cost and we are passing this saving on to our customers who we are sure will welcome this opportunity to plant quality stock at a big saving.



# Our Credentials—

## THE AMERICAN ASSOCIATION OF NURSERYMEN MICHIGAN ASSOCIATION OF NURSERYMEN

**"IT IS NOT A HOME WITHOUT FRUIT"  
"MAKE AMERICA MORE BEAUTIFUL"**

When you purchase Nursery Stock you must rely entirely upon the honesty and integrity of the men you deal with to furnish healthy, true-to-name and productive stock. Therefore, make sure that you are dealing with a member of the American Association of Nurserymen.

This Association admits to membership only those Nurserymen who are financially able to carry out their contracts and who have a reputation for honorable, fair and square dealing.

Read what these reliable authorities think about the Association.

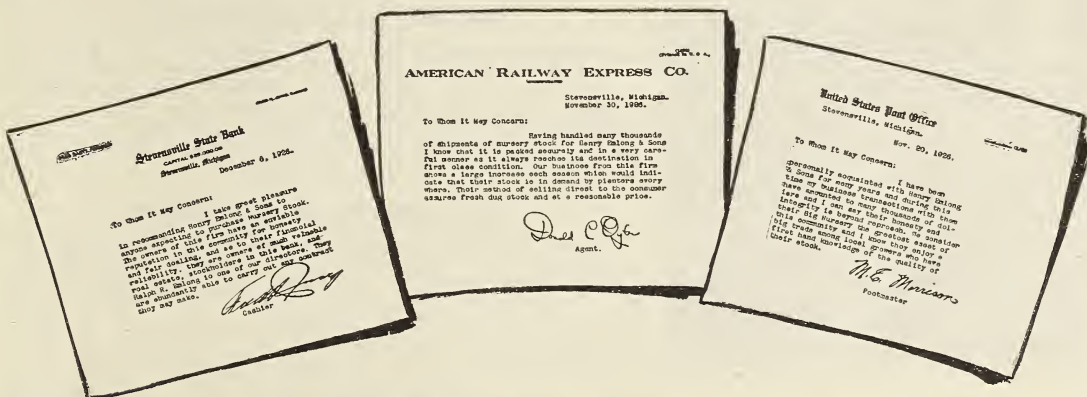
**The Farm Journal** The Orchard Editor says, "This Association is composed of the better Nurserymen who have gotten together and it certainly is a good thing for planters as it gives them more protection than they dream of."

**The Progressive Farmer** "Every farmer who buys fruit trees and plants is to be congratulated on the fact that steps have at last been taken which should largely eliminate the fraudulent tree and plant agents who have heretofore swindled so many people."

**United States Department of Agriculture** "If the planter makes his purchase direct from the nurserymen he will save the expense of the agent and is less liable to the mistakes and damage that may occur through repeated handling." Bulletin No. 113.

## Here Is How We Stand At Home

The more than 50,000 customers who have placed their confidence in us in past years will vouch for our honesty and integrity and know that our stock can always be depended upon to give **COMPLETE SATISFACTION**. The following letters from our Banker, Express Agent and Postmaster is further proof of our reliability.



## All Stock Double Inspected

Michigan Grown Nursery Stock has an enviable, Nation-wide reputation for health, vigor and productiveness. We give you double protection because our stock is inspected twice each season by trained men from the Michigan State Department of Agriculture and any plant, tree or vine showing the slightest indication of disease is destroyed. Every shipment will bear a copy of the following Certificate of Inspection.

### CERTIFICATE OF NURSERY INSPECTION NO. 4689

This is to certify that the Nursery Stock of Henry Emlong & Sons, Stevensville, Michigan, has been examined and found apparently free from dangerous insects and dangerously contagious tree and plant diseases.

L. Whitney Watkins, Commissioner.

This Certificate to be void after July 31, 1927.

E. C. Mandenberg, In Charge of Nursery and Orchard Inspection,

Lansing, Michigan, October 19, 1926.



# STOP PAYING HIGH PRICES

## *Grow Your Own Fruit*



### **Your Own Berries and a Profit Besides**

Yes Sir and Yes Ma'm! You are making one big mistake if you are not growing at least enough fruit for home use. Right out there in your garden, back yard or along one side of a field, Emlong's sure to grow, big yielding fruit plants will produce a big supply of the finest fruit you ever ate. Nothing else can give you the satisfaction and pleasure you'll have in growing your own berries. You will not only **SAVE MONEY**, you will **MAKE MONEY** as you will find an eager demand for any surplus you may have.

### **Your Family Needs Fruit**

Fruit is not a luxury, it's a necessity, one of the most nourishing and healthful of all foods and enjoyed by all whether eaten fresh from the vines, or when made into preserves, jams, jellies, pies, or the countless other tempting ways it can be prepared and served.

### **Provide It at Small Cost**

Do you know that the money you pay for a few quarts of stale, inferior fruit will buy Strawberry, Raspberry, Blackberry and Grape plants that will give you a year around supply of delicious, high flavored, finest quality berries? You will have them just when you want them and they'll have an added attraction because they are coming right from your own vines.

### **No Experience Required**

It don't require a lot of experience, petting and care to produce berries with **EMLONG'S FRUIT PLANTS** because they are healthy, vigorous, 100% producers; in fact it's almost impossible to keep them from fruiting. Just plant them this Spring, hoe them occasionally to keep the weeds down, and next season they will show their appreciation by giving you loads of beautiful berries.

### **Here is the Proof**

The following letter is typical of hundreds we receive every season, and proves beyond all doubt the value of a Home Fruit Garden:

"I feel duty bound to tell you of the wonderful success we have had with the Fruit Plant Collection purchased from you five years ago. The plants cost \$5.85 and were the best investment I ever made. For the past four years it has supplied a family of six, besides giving a cash profit of \$40.00 to \$60.00 each season."

FRANK STRIBLING, Ohio.

Just a little of your spare time and a few of our plants will do the same for you. Make your selection **NOW**. Send in your order today. Your plants will be reserved and sent to you at proper planting time.



"We made a net profit this year of \$700.00 from two-thirds of an acre of strawberries grown from your plants. Berries were unusually large."  
WILLIAM SIEFERS, Iowa.



# WHY WASTE TIME GROWING ORDINARY CROPS FRUIT \$500.00 PER TO PAYS \$1500.00 ACRE



Frank Arndt of Iowa says, "No more corn for me," his first attempt with strawberries gave him a profit of \$1,985.00.

of ordinary farm crops. Show me a prosperous farmer and I'll show you a fruit farmer. The reason for this is plain and simple—there is a big surplus of ordinary farm crops such as Wheat, Potatoes, Corn, Cotton, etc., while on the other hand there is a shortage of Berries and other fruits.

## The Volstead Act Boon to Fruit Growers

Whether you are in favor of prohibition or not, there is no getting around the fact that this law has meant millions of dollars to the fruit growers of this country. The thousands of places that were formerly saloons are now soft drink parlors, serving ice cream sundaes, sodas and soft drinks and all of these are composed largely of fruit juice. Thus there has been a tremendous increase in the demand for fruit, therefore BIG PRICES which accounts for the prevailing prosperity in all fruit growing localities.

## Get Your Share of This Easy Money

There are no secrets involved in making big money with berries. An acre of Strawberries will prove that to your own satisfaction right there on your own farm, and the best part of it is, it only takes about a year to prove it.

Thousands of other farmers with land like yours, the same amount of land and the same training and ability have paid for their farms and become INDEPENDENT growing fruit.

There is nothing but yourself to keep you from making the BIG PROFITS enjoyed by others. You have the land, we have the plants—get them working together. Every dollar you invest in Emlong's Profit Making Plants will bring you \$40.00 to \$50.00 or more in berries.

## Others Are Doing It. Why Not You?

Out in Iowa, "Where the West begins and the tall corn grows," Frank Arndt got tired of losing money on corn, planted two acres of Strawberries and cleaned up \$1,985.00 the first year. Way out in Minnesota, H. H. Krumwiede's produced at the rate of \$1,600.00 per acre. "\$2,150.00 net from 2½ acres," reported C. L. Teckler of Illinois, and another Illinois customer, Mr. Stone, not to be outdone reported \$1,365.00 from less than an acre. But the Ladies are just as successful with EMLONG'S plants, Mrs. Maitland down in Ohio, reports her profit as \$1,500.00 per acre, and down in the coal mining region of Pennsylvania, Mrs. Fred Lee sold \$110.00 worth from only 250 plants.

You'll do just as well as these folks have because the plants we send you will be the same high powered, big yielding strain that produced these big profits.



C. L. Teckler, a real estate man at Crystal Lake, Illinois, realized a profit of \$2,150.00 from 2½ acres. He planted EMLONG'S BIG YIELDING STRAINS—IT PAYS.





# EMLONG'S

## BIG YIELDING

*The Result of more than*  
**WILL GROW and PRODUCE**



TURNING UNDER BUCKWHEAT COVER CROP



CULTIVATING



HOEING

Our Big Berry Plant Nurseries are located in Southwestern Michigan in the very heart of the world's greatest fruit growing section, and the superior quality of EMLONG'S plants and the reputation they have for producing big crops is due in a large measure to the many natural advantages we enjoy. Ideal soil, good climate, abundant rainfall, a long growing season—these are all important factors in helping us produce fruit plants of the highest quality—plants that are strong, healthy and 100% productive.

However, natural advantages alone are not responsible for our success and the success of our thousands of customers. We are not and never have been satisfied with "just as good" but are constantly striving to improve the quality, vigor and productiveness of our products, thereby assuring the satisfaction and gaining the confidence and good-will of every one intrusting their orders to us.

Two generations of Emlongs, covering more than fifty years of fruit growing experience, have given their undivided attention to growing stock of the greatest possible fruiting ability, and the many up-to-date operations we employ in soil preparation, selecting propagating stock, planting, cultivation, spraying, digging, grading and packing for shipment, are seemingly little things, but in reality they are the **BIG THINGS** that may mean the difference between your success or failure.



# STRAWBERRY PLANTS

*50 Years Berry Growing Experience*

**BIG CROPS and BIG PROFITS FOR YOU**

## **Cost No More Than Ordinary Plants**

Naturally you will wonder how we can produce the finest and most productive plants it is possible to grow and sell them at a low price. There are many reasons for this and probably the most important is the fact that our growing and selling costs are reduced to a minimum. By means of crop rotation our soil is rich and fertile. Make one acre do the work of three is the slogan on our farms, and by the use of trucks, tractors and other labor saving machinery and equipment our work is done cheaply and quickly.

## **But They Do More**

Why do big fruit growers everywhere prefer Emlong stock and plant it year after year—simply because it produces more fruit, more dollars and therefore more satisfaction. Why take chances? You wouldn't take a scrub cow if you could buy a pure-bred for the same money. Surely not—so this year plant Emlong stock and take advantage of the years we have devoted to perfecting our big yielding strains.

## **Fresh Dug for Every Order**

Your order will be filled with strictly fresh dug stock. We consider that digging our plants is one of the most important of all our operations and spare no expense in doing this in the best possible manner. We have devised our own special methods so that we get all of the roots and handle them so carefully that they reach our packing house in perfect condition.

## **They Reach You Full of Life**

Our famous "round the world packing" delivers the stock in perfect condition. A Kansas Express Agent writes, "Have handled shipments from practically every Nursery in the country, but your packing beats them all." Having packed millions of Fruit Plants, Trees, etc., we of course should know how to do it best. But it's not the expert packing alone that brings our stock to you in perfect condition. The knowledge we have gained through long years of experience in growing and handling Nursery Stock, and applying that knowledge to every order makes possible the big crops and big profits realized by our thousands of customers.

A Typical  
"EMLONG"  
Strawberry  
Plant



Long, Fibrous  
Moisture  
Gathering  
Root Systems  
Carry  
Every  
Berry to  
Perfect  
Maturity

Healthy  
Foliage—  
Long Life

Strong  
Crowns  
Big Crops



**YOU CAN'T BUY CROP INSURANCE—YOU JUST  
"GET" IT OR YOU DON'T**



# Here Are Three "Ways" To Make Big Strawberry Profits

## PREMIER EXTRA-EARLY

In Premier we offer you the greatest extra early Strawberry of all time. However, the early ripening of this variety is only one of its many good features. It is immensely productive and unlike other early ripening Strawberries the fruit produced by Premier is of the very finest quality, color, texture and flavor and last but not least every berry is large in size and uniform in shape. For every purpose that a Strawberry is wanted Premier is supreme—eating, canning, preserving, local or distant market—no other variety can give you any more pleasure, satisfaction or profit. Premier succeeds everywhere and never fails to give a big crop of the very finest berries. It is frost-proof, drouth-proof, and even fool-proof—producing its customary big load of fruit even under the most unfavorable conditions. The foliage is tough and healthy and grows tall and rank, covering the blossoms and berries and protecting them from frost and scalding sun. From every angle Premier is solid gold, 18-karat, true-blue and will make big money for you.

"The Strawberry With a Different, Delicious Flavor." Cooper is the elephant of the Strawberry family as it produces bigger berries, sweeter berries and more of them than any other variety. Introduced by us in 1922 it has become popular with little and big Strawberry growers, East, West, North and South. It has no preference for soil or climate, but adapts itself readily to all conditions. For home use Cooper is in a class by itself, and no other variety will make more crates or more dollars for commercial growers. Ripening in midseason with Gibson and Dunlap, Cooper is bearing heavily after these varieties are gone. The long fruiting season is due to the exceptional vigor of the plant—the long roots going down and down after moisture, carrying every berry to perfect maturity. The last berries are just as large as the first, 18 to 30 filling a quart box and many of them measuring 5 inches around. To know the full meaning of Strawberry satisfaction, plant Cooper this Spring. But—make sure you are planting the original Emlong Big Yielding Strain.

## COOPER MID-SEASON

## PEARL EXTRA-LATE

This extra late variety completes the circle we have been working on for so many years—a late Strawberry that could be depended upon to produce quality and quantity—a big paying crop regularly, under all conditions. Whether you are growing Strawberries for home use or for market a long fruiting season is desired and when you plant Premier, Cooper and Pearl you are planting the most profitable and longest-fruiting combination it is possible to obtain. Because of its late blooming season Pearl is the ideal variety for frosty locations. The immense foliage gives ample protection to both the bud and fruit. During our tests with this variety it has proven equally desirable for light or heavy soil; prolific in plant as well as fruit, it makes an ideal fruiting row under all conditions. The berries are large, uniform, solid and red clear through, and very attractive, with excellent flavor. Pearl prolongs your season and increases your profits, extra late berries always bring fancy prices.

## Think This Over

Our stock is all grown on rich upland soil, fresh-dug, carefully packed and GUARANTEED to reach you in perfect condition. Fifty-two years of Fruit Growing experience has taught us the "know how."

### BREEDING PAYS BIG WHETHER ITS STRAWBERRY PLANTS, COWS, HENS OR HOGS

"I didn't think there was any difference in Strawberry plants but your Premier produced more, bigger and better prices than Premier I bought two other places. I intend to refer my friends to you.

Alfred Cadwalader,  
Corbin, Kansas.

### COOPER BERRIES SELL FOR A NICKEL EACH

Can you beat this? "I sold my first crate of Cooper berries on the street at five cents each, and the entire crop brought \$5.00 or more per crate, many quart boxes containing only 16 berries."

J. W. Butterfield,  
Box 339, Indianapolis, Ind.

For Prices See Page 36.

CUT OUT ON THIS LINE

# The "Big Three" Strawberries

## SPECIAL LOW PRICE DEMONSTRATION BLOCKS

There never has been and probably never will be another trio of Strawberries that will equal Premier Early, Cooper Mid-season and Pearl Late as a money making combination. If we were planting 100 acres for fruiting it would be planted solid to these three great varieties and the new Mastodon.

There is Big Money in Strawberries and by planting one of these demonstration blocks you are assured unusual profits. You will get the fancy prices always paid for extra early and extra late berries. Your berries will sell for a premium above all others—because all of your berries will be EXTRA FANCY.

<input type="checkbox"/> ¼ Acre Collection	<input type="checkbox"/> ½ Acre Collection	<input type="checkbox"/> Acre Collection
1000 Premier	2000 Premier	4000 Premier
500 Cooper	1000 Cooper	2000 Cooper
500 Pearl	1000 Pearl	2000 Pearl
\$12.25	\$22.75	\$42.50

Gentlemen:—

For the enclosed remittance send me at proper planting time the demonstration collection checked (X) above.

My Name .....

Town ..... County.....

State ..... Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE).



# Strawberry Garden Collections

## AT SPECIAL LOW PRICES

Why not grow your own big, sweet, delicious Strawberries? Nothing else can give you the pleasure, satisfaction and profit you will find in your own strawberry garden. The following collections are composed of our very finest varieties covering a long season, berries large and extra fine in quality, flavor and appearance.

<input type="checkbox"/> Ideal Garden	<input type="checkbox"/> Bungalow Garden	<input type="checkbox"/> Suburban Garden
25 Mastodon	25 Mastodon	100 Premier
25 Premier	50 Premier	100 Cooper
25 Cooper	50 Pearl	100 Pearl
25 Pearl	50 Dr. Burrill	100 Gibson
25 Dr. Burrill	50 Cooper	100 Dr. Burrill
Only \$2.65	Only \$3.50	Only \$4.35

Gentlemen:—

For the enclosed remittance send me at proper planting time the strawberry collections checked (X) above.

My Name .....

Town ..... County.....

State ..... Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE).

# Big Profits Assured

## *If You Plant These Fancy Sure-Cropping Big Yielding Varieties*

Here is the finest fruiting combination for home or market. Extra Early to Extra Late. A continuous fruiting season of six to eight weeks and a profit of \$500.00 to \$1,500.00 per acre under favorable conditions.



Premier,

**PREMIER**  
EXTRA-EARLY

The first early ripening variety to combine large size, fine quality, deep coloring, and delicious flavor with immense yields.

**COOPER**  
MID-SEASON

This great Strawberry, introduced by us in 1921, has taken the country by storm. Cooper is a big producer of extra fancy fruit and no garden or field is complete without it.



Cooper.

**PEARL**  
EXTRA-LATE

Top off your season and increase your Strawberry profits with Pearl. When other varieties are gone Pearl commences to bear and commands the big prices always paid for late fancy fruit.

Extra late fruit as well as extra early strawberries are always in demand and when you plant Pearl you will have the very latest as it does not commence ripening until all other varieties are gone.



Pearl.



# MASTODON

This is one  
fruitstem from  
an Emlongper-  
fected Masto-  
don plant set  
out last April;  
photographed  
November 8th.  
Every plant has 6 to  
14 of these fruit stems





# EMLONG'S

GENUINE  
PERFECTED  
MASTODON

## The Strawberry You Have Always Wanted Produces Three Crops in Eighteen Months

Three crops of Strawberries within eighteen months after planting sounds like a big statement, doesn't it? Well, it is a big statement—and it must be because Emlong's Perfected Mastodon is a **BIG THING**. In fact it is the most marvelous, sensational, startling and valuable improvement ever known in Strawberries.

Why plant ordinary varieties and wait a year or more for returns. This Spring plant Emlong's Perfected Mastodon and cash in on the **BIG PROFITS** growers everywhere will realize from this great variety. When you plant Emlong's Perfected Mastodon you make one acre do the work of three because Mastodon produces **THREE BIG CROPS** in the same time ordinary varieties require to produce only one.

## Big Yields of Big Berries under All Conditions—Does Not Require Special Soil, Petting or Care

Emlong's Perfected Mastodon is the **ONE** Everbearing Strawberry for common, ordinary fellows like you and I, because expert knowledge, special soil, etc., are not required to make these plants produce their customary big crops of delicious berries, Spring, Summer and Fall.

Just plant them out this Spring in ordinary soil that will produce good garden or farm crops, give them only ordinary care, keep the blossoms cut off until July 1st—that's all there is to it. In about three weeks you'll have berries—big, red, delicious berries—lots of them and you will continue having them until Winter.

That's the first crop, then along in the Spring when ordinary varieties are producing their first crop Mastodon gives you its **SECOND** crop—and a big crop, too, because in addition to being by far the first Fallbearer it is a wonderful June bearing variety. Then after a short rest these same plants commence producing another Summer and Fall crop. There you are, three full crops in eighteen months—how can you make money any faster?

## Will It Pay to Grow Mastodon for Market? It Will

You are probably wondering if it will pay you to grow Mastodon for market. We say **YES**—and right out loud, too. In fact we are so firmly convinced of the money making possibilities of Emlong's Perfected Mastodon that we will plant 50 acres solid to this variety next Spring. Why not? Big profits are quick and sure—there is no frost to worry about and the big demand for fancy first quality berries like those produced by Mastodon assures a big price for every crate we can produce.

If you want to make money—big money, quick money, easy money—plant Mastodon. Every dollar you invest in Emlong's Perfected Mastodon can give you a profit of \$50.00 or more. Think of it!—three crops in 18 months. We predict that Mastodon will become America's most popular Strawberry—why should you be satisfied with less.



This four acre field of Emlong's Perfected Mastodon produced the amazing yield of 22,176 quarts of fancy fruit within 28 weeks after planting. It will pay you big to devote every foot of available space to this remarkable strawberry.



# EMLONG'S

## GENUINE PERFECTED MASTODON

**Your Success Assured if You Plant Our Big Yielding Strain of Mastodon  
We Have Eliminated All Drones and Weaklings**

When you plant Emlong's Perfected Mastodon you are reaping direct benefit from the three years we have devoted to bringing this valuable new Strawberry to its present state of perfection and productiveness.



**This is an EMLONG PERFECTED  
MASTODON STRAWBERRY  
PLANT**

In September of 1922, when we first saw Mastodon on a little hilly farm in Indiana, we knew that it would not only become the greatest Strawberry for home use, we knew also that it would prove of tremendous value to commercial growers, and decided then that it was well worth every effort we could put forth in selection and breeding.

The knowledge we have gained in more than fifty years of fruit growing has been devoted to the improvement of the first plants we secured from the originator and by destroying all plants that were not true to type and that did not show satisfactory fruiting ability, we now have a strain of Mastodon that is 100% productive. Every plant bears because no drones are allowed in our fields.

But here is the most important thing of all. By selecting only those plants showing the **GREATEST POSSIBLE FRUITING ABILITY** for our own planting stock, we not only give you plants that are 100% PRODUCERS—you are doubly protected because you are planting the **MOST PRODUCTIVE** Mastodon plants money can buy.

**When Grown the "Emlong" Way Plants are Equipped to do Business; Healthy, Vigorous, Productive**

Just as soon as you see a bunch of Emlong's Perfected Mastodon Strawberry plants you will readily understand why there is nothing unusual in the tremendous amount of fruit they will produce so soon after planting. Every plant is big and thrifty—well able to withstand severe drouth and even neglect.

Your success or failure with any fruit will be determined by the quality of the stock you plant—therefore, you are more certain of success when you plant Emlong's Mastodon because every plant is vigorous and thrifty—the crowns are sturdy, strong and prolific.

However, it is a well known fact that the life of any plant is in the roots, and that is why our soil is especially prepared in order to provide our plants with a perfect root system—long, sturdy, fibrous roots that have the power to carry every berry to perfect maturity. The berries you pick from Emlong's Mastodon along in October and November will be as big, perfect and delicious as those you pick in July and August.

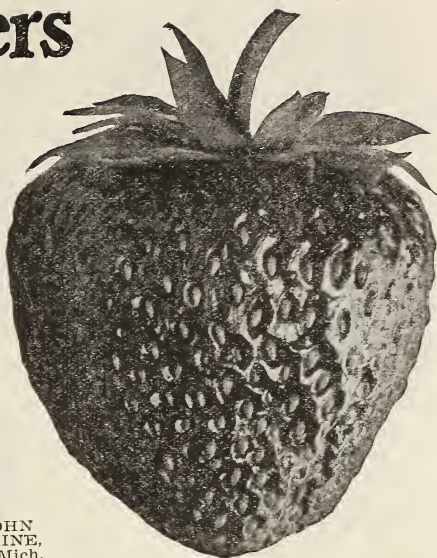
The above certainly deserves your consideration and should convince you that Emlong's Perfected Mastodon are the safest, surest and most dependable to plant because the difference between ordinary roots and our long **MOISTURE GATHERING** roots may mean the big difference between your **SUCCESS** or **FAILURE**. You cannot afford to take that chance—so don't take it. Play safe—plant Emlong's Big Yielding Strain. Every plant guaranteed 100% healthy, vigorous, true-to-name, productive and backed by more than 50 years fruit growing experience.



# Leading Fruit Growers Everywhere Endorse this Marvelous Strawberry

IT HAS TAKEN MASTODON ONLY TWO YEARS TO PROVE ITSELF A UNIVERSAL FAVORITE. East, West, North or South—Gravel Soil, Clay Soil, Muck or Sand, the results are always the same. The following extracts from letters will give you an idea of its value and the popularity it has gained.

"You made no mistake in telling the people that Mastodon is the greatest Everbearing Strawberry, and I made no mistake in purchasing them. It is now October 27th, and the plants are loaded with the finest berries man and Nature can produce." REV. JOHN W. ERSKINE, Evart, Mich.



**80<sup>to</sup> 90 DAYS AFTER PLANTING  
IT WILL BE LOADED WITH BERRIES LIKE THIS**

"Mastodon is an exceptional berry. Fruit large, smooth, quality and flavor fine. From the 100 plants bought of you last Spring we have had all the berries we could use all Summer and Fall. Last three quarts picked November 5th; vines still loaded." J. W. BUTTERFIELD, Indianapolis, Ind.

"Would not give ordinary everbearers standing room. But you can book me for 10,000 Mastodon—price is no object—this variety is a world beater." O. S. COPUS, Lima, Ohio.

"The Mastodon Everbearing Strawberry plants have surely done fine. I have tried every other variety I have ever heard of and the Mastodon is by far the best of all." ROYCE FAIRCHILD, Onawa, Ill.

"Mastodon is the best and most profitable strawberry in the world. They will outyield any other variety and I am so well pleased with them that nothing could buy them if I could not get more. This is November 1st, and besides having berries all Summer and Fall, we have sold 227 quarts, and the vines are just as full as ever, loaded with big berries and blossoms. Some of the plants measured 20 inches across the crown and I have counted 100 berries and blossoms on one plant at one time. The flavor is unequalled and many berries measured 4 1/4 inches around. It would be impossible to misrepresent Mastodon." H. SOUTHERLAND, Jonesboro, Ind.

"Am 70 years old and have been growing berries all my life, but your Mastodon takes the cake." One of its best traits is its vigor and hardiness, besides producing berries all Summer and Fall; every plant has made fifty or more runner plants. Every plant bears heavily and every blossom makes a berry equal in quality, size and flavor to the best of the June bearers." D. L. SMITH, Olin, Iowa.

"Every one of the Mastodon plants grew and have done fine. They began bearing a short time after I set them and kept it up until frost killed the bloom. We had our last mess of berries the 19th of November." JOE B. STEVENS, Central Point, Oregon.

"Mastodon is a wonder, not only as an everbearer, but in growth of plant and in quantity and quality of berries. In fact, they outclass all other varieties to such an extent that there is no comparison. I am unable to express all I would like to say about them." A. J. WILKIN, Warsaw, New York.

"Mastodon is marvelous. I have counted 60 berries on a plant at one time. They are the largest strawberries I ever saw, and of excellent flavor. We have been eating fresh strawberries from these few vines all Summer and until late in the Fall." B. F. SAWYER, Waupun, Wis.

Photograph by  
Harold Morse,  
St. Joseph,  
Mich., November 8, 1926.



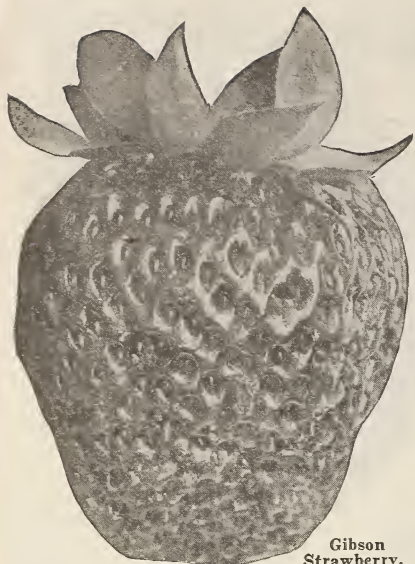
A Perfected Mastodon plant with all leaves cut off to show you the remarkable load of fruit.

"In my opinion Mastodon is the greatest achievement ever known in strawberries. It is a greater producer of large, uniform fruit than any other variety. I have grown all of the everbearers and many of the Spring varieties, and Mastodon berries are by far the largest I have ever seen. I had berries so large this Summer that I had to crowd them to have nine berries top a quart box."

Regardless of the fact that over half of my crop has been ruined by excessive rains, my small patch has already produced at the rate of \$600.00 per acre and is still bearing heavily." A. J. MILLER, Fort Madison, Iowa.

This plant, set out in April, had 9 fruit crowns, 14 fruit stems and 139 blossoms and berries at different stages of development.





Gibson  
Strawberry.

# For Big Quick Money Grow Strawberries

The above few words tell the whole story, because nothing else will give you big profits so quick as this delicious, popular fruit. Strawberries are not partial as to soil or climate but will produce big crops regularly East, West, North or South, regardless of the nature of the soil—light, heavy or medium. For field culture Strawberries are usually planted 18 inches apart in the row with the rows 3½ feet apart; this requires about 8,000 plants per acre. For garden culture they may be planted 12 inches apart in the row with the rows 2 feet apart. The only care required is occasional hoeing and cultivation to keep the weeds down and ground stirred to retain moisture.

## GIBSON MID-SEASON

Gibson is one of the most productive, if not the most productive, of all varieties. In this county, which probably is the greatest Strawberry growing center in the world, Gibson has long been the main variety. Fully 90%

of the entire acreage in this county is Gibson. It is not only a heavy cropper but a sure cropper, as we have never known of a season when Gibson failed to produce. The plants are large and healthy; foliage strong, upright and abundant. You will make no mistake in planting this grand variety as the fruit is of the very finest quality, color, flavor and appearance, sells well on any market and is mighty fine for home use.

## EATON MID-SEASON

While this is a comparatively new variety it has proven its value as a commercial berry to thousands of growers everywhere. For long distance shipping there is nothing better; in fact, we believe it is superior to Aroma in this respect—as well as all others. Immensely productive, Eaton ripens with Gibson and other midseason sorts. The fruit is medium to large in size, even and uniform, with prominent yellow seeds and deep green calyx, making a very attractive appearance in the crates. For canning and preserving Eaton has

no superior, as it retains its shape and color even after cooking. Under favorable conditions Eaton will produce too many plants and for this reason we recommend growing this variety in narrow matted rows.

Perhaps the best recommendation we can give Dr. Burrill is to tell you that it is superior to Dunlap, the old time favorite. In manner of plant growth the two are nearly identical, but Burrill produces larger berries and more of them, and is claimed by many to ripen a few days earlier. If you are looking for a really dependable variety—one that will produce profitable crops even under trying conditions—then plant Dr. Burrill. The plants are medium in size, deep rooted and exceptionally vigorous and healthy. Immensely productive. The berries are second to none in matter of quality, flavor, appearance and shipping qualities. A wonderful canning and eating variety.

## DR. BURRILL MID-SEASON

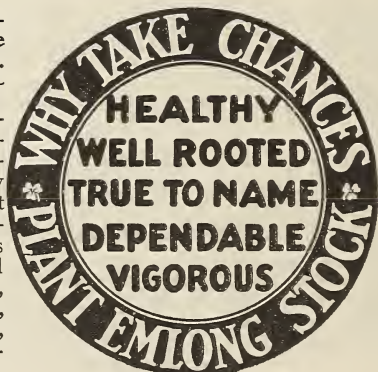
### IMPORTANT NOTICE!

Owing to the similarity of Dunlap and Dr. Burrill plants unscrupulous dealers will give you Dunlap for Dr. Burrill. To make sure you are planting the better variety order our genuine strain.

## RED GOLD EXTRA EARLY

This extra early variety, the original plants of which were discovered in a block of Warfield several years ago, deserves a trial by all who wish to enjoy the first shortcake or place the first berries on the market. The plants of Red Gold are medium and

become thickly matted but unlike most varieties having this trait, every plant produces from three to five heavily loaded fruit stems, therefore it is immensely productive. The berries are deeply colored, large, conical with delicious flavor. We want you to try this remarkable variety this season.



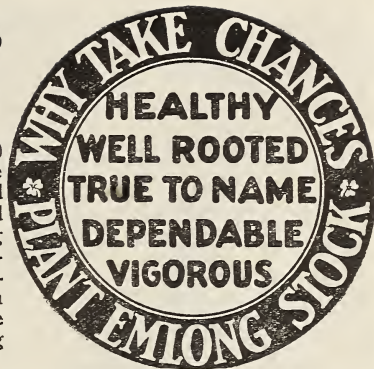
For Prices See Page 36.



# We Grow Only Varieties We Can Recommend

During the past 52 years we have grown and tested over 200 varieties of Strawberries. Many varieties that were at one time considered the very last word in Strawberries have been discarded and replaced by later introductions that have proven better and more profitable. We are now growing only 12 varieties including the two fall-bearers Champion and Progressive and the EVER-BEARING Mastodon. We unhesitatingly recommend these varieties to you as they have all proven to be universal favorites. When better varieties are produced we will let you know it. To assure a long profitable fruiting season plant three varieties covering Early, Midseason and Late periods of ripening.

This is one variety that has withstood the test of time and is still mighty popular with growers the country over. During the past two decades more acres of Senator Dunlap have been grown throughout the United States



## SEN. DUNLAP MID-SEASON

than of any other variety, and that is not all, Dunlap has made more dollars and more crates for growers everywhere than any other Strawberry. If you are looking for a "rough and ready" variety that will thrive and produce in abundance with very little care and attention and under the most trying conditions—then plant Dunlap. As a variety for home use Dunlap is unsurpassed; fresh from the vines, canned or preserved Dunlap is equally delicious, in fact large Canning Companies everywhere pay a premium for Dunlap as it is supreme for this purpose.



Aroma  
Strawberries.

## AROMA LATE

edly one feature most responsible for Aroma's popularity is its superior quality and firmness, and it is known as the GREATEST STRAWBERRY for long distance shipping, usually bringing premium prices on all markets. It is also desirable and suitable for home use as there is something rich and pleasant about the flavor that commands the admiration of all who taste it. Aroma seems to do its best on the heavier soils, and is not suitable for sandy soils.

**ATTENTION AROMA GROWERS!** To those who want nothing but extra late Strawberries, or who have planted heavily to Aroma in the past—we want you to try the new variety Pearl. This new variety is suitable for all soils, equal to Aroma in quality, flavor, etc.; berries larger, and twice as productive.

Until the advent of Mastodon, this variety had proven itself the "Champion" of all fall-bearing Strawberries. It is a heavy persistent fruiter of medium to large, first quality, fine flavored berries. It commences to bear about three months after the plants are set and continues to produce more and more heavily as the season advances. The plants are healthy and vigorous, producing heavily on light or heavy soil.

## CHAMPION EVERBEARING

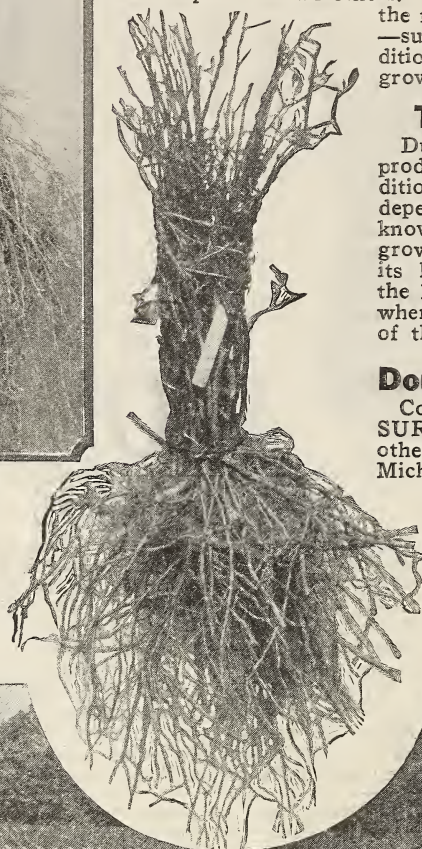
## PROGRESSIVE EVERBEARING

Progressive is a fall-bearing variety that is well known and well liked everywhere. It certainly is deserving of the popularity it has gained as it is to fall-bearers what Dunlap is to June varieties, a rough and ready sort that fruits heavily under the most unfavorable and trying conditions. Bears continually from July to Winter and like other fall-bearers does best when grown in hills.





Above—A bunch of Emlong's  
"Honest Grade" Grape Vines.



At Right—25 of Emlong's  
Root Cutting Blackberry Plants.

# FOR MORE MONEY

## HARDY RASPBERRIES.

### ALL STRONG, WELL ROOTED

#### Experts Agree With Us

Leading horticulturists and successful fruit growers everywhere will tell you that Michigan Grown Fruit Plants are superior to all others. This is due in a large measure to the many natural advantages we enjoy—such as ideal soil and climatic conditions, abundant rainfall and a long growing season.

#### They Are Dependable

Due to the fact that our plants are produced under these favorable conditions they are the safest and most dependable you can buy. It is a well known fact that where any crop is grown most successfully and reaches its highest state of perfection with the least trouble and expense, that is where you can procure planting stock of the most productive nature.

#### Double Protection for You

Considering the above facts, MAKE SURE that your fruit plants and other nursery stock comes from Michigan—and when you plant EMLONG stock you are doubly protected, because you not only obtain the result of these natural advantages, you also derive the benefit of the many years of experience we have devoted in perfecting big yielding strains.



Grape Vines.



Red Raspberries.



# PLANT EMLONG'S

## BLACKBERRIES and GRAPES

### DISEASE FREE & PRODUCTIVE

#### They are Most Productive

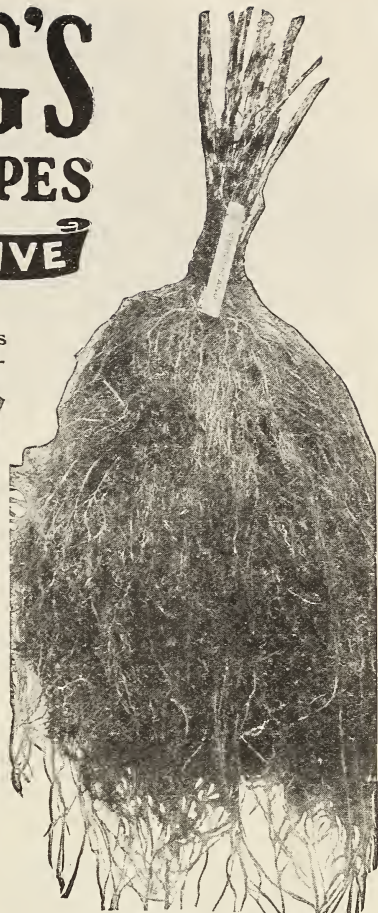
We are not making an idle boast when we tell you that Emlong's plants are more productive. We have proven that fact to thousands of growers and will prove it to you if you will give us the opportunity to do so. Plants for our propagating beds (from which your stock is dug) are selected with utmost care, and we use only those that show marked ability to produce big paying crops of fruit.

#### Healthy and Vigorous

Diseased plants are the cause of more loss to fruit growers than any other one thing. When you plant healthy, vigorous stock you are certain to harvest paying crops for many years, while diseased plants are short lived and produce inferior fruit. That is why we take every precaution to furnish Emlong customers the healthiest and most productive plants it is possible to grow.

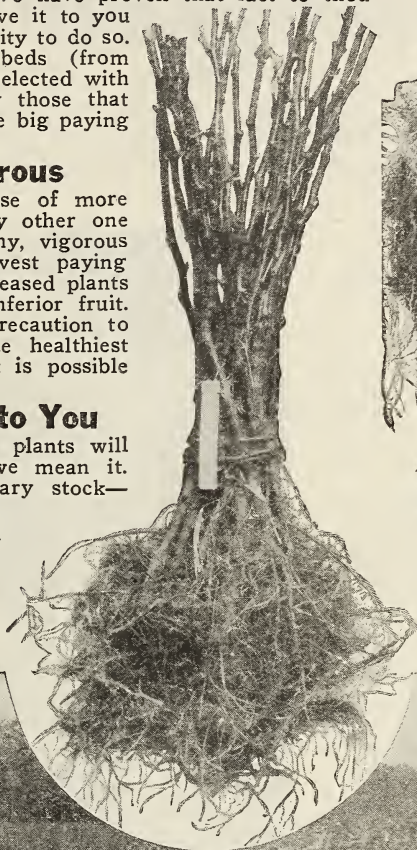
#### This Means Money to You

When we tell you Emlong's plants will make more money for you we mean it. Why take chances with ordinary stock—stock that has been dug from old fruiting fields, probably diseased and only half alive. We grow them for plants only and know that every plant is ready to do big business for you.



Above—Black Raspberry Plants as we grow them.

At Left—Red Raspberry Plants. Everything fresh dug and shipped within a few hours.



Blackberries.



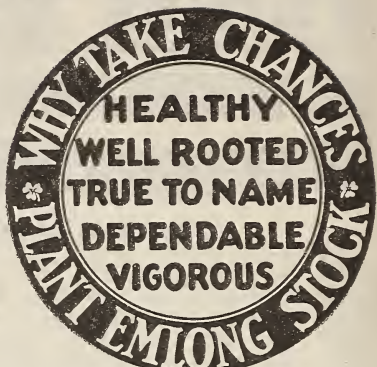
Black Raspberries.



# RASPBERRIES

Next to strawberries, Raspberries are the finest of all fruits and no family fruit garden is complete without them. 50 to 100 plants will give a large family a continuous supply of this delicious fruit Spring, Fall, Summer and Winter as it is equally desirable whether fresh from the vines or in jams, preserves, pies, etc. Raspberries will do equally well on light or heavy soil; however, it should be well drained. For field culture Red Raspberries should be planted 3 feet apart in the row with the rows 7 feet apart; this requires about 2,000 plants per acre. As the fruit is produced on the preceding season's growth, all bearing wood should be cut out and destroyed as soon as the fruiting season is over, then in the Spring the canes should be cut back to 40 inches and all branches cut back to 10 or 15 inches. Raspberries should be confined to bushes and 5 to 7 good stocky canes to a bush is sufficient; if grown in this manner the berries will be larger and much better in quality than if allowed to mat thickly and become a wilderness.

Black Raspberries should also be handled in the manner outlined above. This fine fruit is also adaptable to light or heavy soils and should be grown by all. The fruit is in demand by canners and pie makers everywhere, and big profits are sure. 50 bushes will give a supply to an ordinary family. For field culture Black Raspberries should be planted 4 feet apart in the row with the rows 7 feet apart. This requires about 1600 plants per acre.



For Prices See Page 36.

## Early King

**Produces Big Crops Every Year**

King is without exception the most profitable early Red Raspberry ever grown. In this locality, which no doubt is the greatest Raspberry producing center in the world, Early King has long been the main crop variety, and often nets as much as \$1000.00 per acre each season.

Perhaps the greatest outstanding feature of this variety is its earliness. The first berries usually ripen about July first, and due to its wonderful productive ability it continues fruiting heavily for four to six weeks. The berries are borne in clusters the entire length of the bush and time after time I have seen rows only 100 feet long produce 48 pints of fine fruit at a single picking.

The berries are large, firm, beautiful and easily picked as they ripen all over at once. King thrives equally well on light or heavy soil and is perfectly hardy. It will produce its customary big load of fruit East, West, North or South. Plant Early King for either home use or market and you will have some of the finest of all Red Raspberries.

## Ohta or Flaming Giant

This new variety is probably the hardest Raspberry under cultivation today. It is grown in the extreme Northwest and even in that severe climate has never been known to winter-kill. Ohta is a tall vigorous grower with more and tougher foliage than any other Red Raspberry. It is absolutely free from all disease and almost insect proof due to the leathery leaves and extreme vigor of the plant itself. While our stock of this variety is as yet rather limited, we have priced them comparatively low and want every one looking for an exceptional variety to give Ohta a trial.



LATHAM,  
the valuable new  
Raspberry.



# Cuthbert

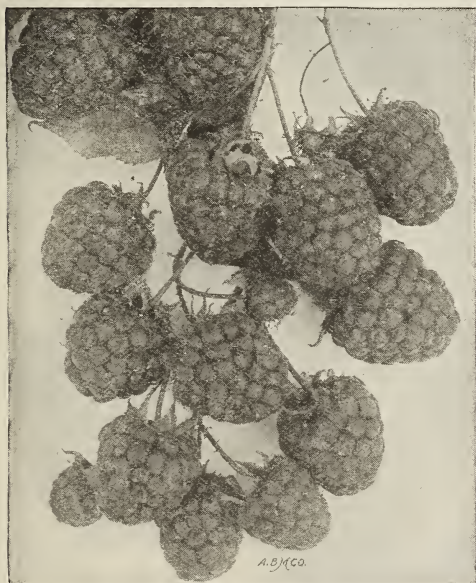
## Queen of the Market

This grand old reliable variety has made more money for fruit growers than any other Raspberry. Cuthbert has long been considered the standard of excellence on nearly every fruit market in the United States. Whether you are planting Raspberries for home use or market you will make no mistake in selecting Cuthbert. The canes and foliage are perfectly healthy in every way. It is a tall, vigorous grower and very productive, one of our customers reporting a yield of 1240 24-pint cases from a four-acre plantation. Fruit is large, well colored, flavor and quality of the best. A good variety for fresh table use, canning or shipping.

## St. Regis

### The Best Fall Bearing Red Raspberry

We have tried them all and know that St. Regis is far ahead of any other Fall-bearing variety. There is a big demand for this fine fruit in the late Summer and Fall, and many growers in this locality grow St. Regis for Chicago market and receive \$8.00, \$10.00 and even \$12.00 for 24-pint crates. However, if you do not grow them for market, by all means plant a few bushes for home use and enjoy this delicious fruit all Summer and Fall. St. Regis produces a big crop of fruit during the regular Raspberry season and then continues bearing all Summer and Fall on the new canes. St. Regis resembles King in manner of growth, ripens extra early and the fruit is similar in ripeness, flavor and appearance.



St. Regis Everbearing Red Raspberries.



Victory Red Raspberries.

## Latham—or Redpath

### The Big New Red Raspberry

Although this is a comparatively new variety it is entirely past the experimental stage, and we unhesitatingly recommend Latham as one of the very best Red Raspberries ever grown. This variety originated at the Minnesota State Fruit Breeding Farm and is being grown extensively in Minnesota, the Dakotas, also in Canada, and has never been known to winter-kill, even though exposed to 45 degrees below zero. Latham is a tall, vigorous grower, canes extra heavy, foliage dark green, entirely free from disease. Ripens with Cuthbert and is enormously productive. Berries much larger than any other Red Raspberry, many of them one inch in diameter. Color good, quality of the best, full Raspberry flavor. Excellent for shipping or home use.

## Victory

### A Marvel in Size, Quality and Productiveness

Victory is a variety that seems to possess every requirement that a profitable commercial Raspberry should have. Everywhere it is proving both popular and profitable. In productiveness, size, quality, flavor and appearance Victory is in a class by itself, and no matter what your soil and weather conditions are you can safely plant this variety with every assurance of success. Victory originated in Northern Michigan and has withstood 30 degrees below zero without injury to a tip of a cane. The original bush was found in a field of Cuthbert, and Victory has some of the characteristics of that grand old variety.

The canes of Victory are very strong and vigorous, well able to carry the tremendous loads of fruit produced. The originator claims this variety has never been affected with anthracnose, or disease of any kind. It is undoubtedly the greatest producer of all Red Raspberries, a single bush having made the record yield of nineteen pints of berries in one season. Berries are extra large, a beautiful dark red, firm, sweet, and delicious flavor. Quality of the best, its firmness guaranteeing perfect shipping qualities. We have a fine stock of genuine, healthy Victory plants.

### RED RASPBERRY TRANSPLANTS

We have a limited supply of transplanted Raspberry plants—stock that has been grown two years in the nursery row. If you want quick results this is just the thing for you, as these plants will produce berries this year. For prices of all stock, see page 36. Better order now, as these transplants will go fast.



# Cumberland

## The Business Blackcap

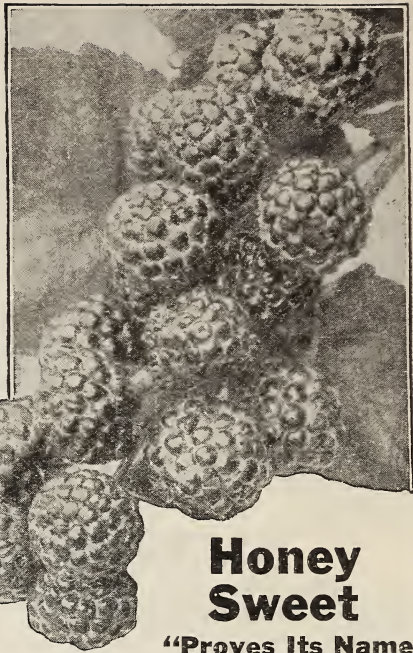
Cumberland is without question the most popular and most profitable Black Raspberry ever grown. It is the one safe and reliable commercial variety, because you can depend on a big paying crop regularly. We call it the "BUSINESS BLACKCAP" because it succeeds everywhere—light or heavy soil—East, West, North or South, wherever Raspberries are grown, you will find Cumberland the leading Blackcap, and it never fails to produce its customary big crop every year.

We have never known Cumberland to fail. The demand for these plants becomes greater every year, and more Cumberland is planted than all other varieties combined. This variety is perfectly hardy and tremendously productive, the bushes are vigorous, upright, strong and healthy. Berries are extra large, glossy black, not equalled by any other variety in quality, flavor and appearance. It's good to eat and good to sell.

## Plum Farmer

Plum Farmer is very popular with many growers on account of its earliness, and ability to mature its customary big yield in a very short time, usually fifteen to twenty days. The plants are healthy, canes strong growing. Produces plenty of bearing wood, which insures a heavy crop of fruit. The berries, which are produced in clusters, are large, well colored and of first quality. Plum Farmer will give satisfaction everywhere. Ripens a week earlier than Cumberland.

**For Prices of All Varieties See page 36**



## Honey Sweet

**"Proves Its Name in Its Flavor"**

**HONEY SWEET,  
Proves Its Name in  
Its Flavor.**

This variety, which is one of the latest additions to the Raspberry family, is an ideal variety for home use, as the flavor is the finest we have ever found in any Blackcap—a peculiar, rich, alluring flavor—something that is impossible to describe and hard to forget; requires but very little sugar for table use, pies or canning, and for that reason is a very economical variety. The plants are exceptionally vigorous and productive. Berries are large, bluish black, quality of the best. Ripens with Cumberland.

**CUMBERLAND,  
"The Business Blackcap."**





Winfield Black Raspberries.

## Winfield

This variety is grown extensively in the South and West, and many growers claim it is superior to the old favorite Cumberland. In hardiness and productiveness it is excelled by no other variety. Never been known to winter-kill through fifteen years of fruiting, and stands extreme drought. The berries are enormous, single berries covering a quarter. Four to six great clusters are produced on each branch. Fruit is firm, sweet, rich and juicy. Bush is healthy and vigorous; canes strong and healthy, not troubled with rust. Get started with this valuable variety this year.

## Kansas

This is the earliest of all Black Raspberries. A very strong grower and produces its crops of top quality fruit in a very short time. Berries medium size, firm, handsome and of the best quality. Kansas is perfectly hardy, drought resistant; in fact, a good all-purpose variety that will give both pleasure and profit.

## Columbian Purple Raspberry

**The Great Pie and Canning Variety**

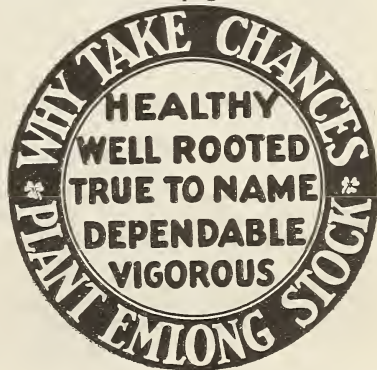
We offer this variety to our friends and customers with the assurance that it is the very best of all purple varieties. Columbian is perfectly hardy and can be grown anywhere without Winter protection. The canes are smooth, stocky, vigorous and healthy. The berries are large, many of them an inch in diameter. Color beautiful deep purple; flavor fine, rich and delicious. Especially desirable for pies, jams and preserves. Genuine Columbian plants are always scarce; order yours today.

## This Means Money to You

Our Black Raspberry plants are perfect in every way. Guaranteed 100% healthy, true-to-name and productive. Our big fields of Raspberries are grown for the plants only, on soil that has never grown Raspberries before, consequently they are free from Mosaic, Blue Stem, Root Gall and other deadly Raspberry diseases. This is the kind of stock you want and your success is assured when you plant it. Your order will be filled with fresh dug plants and every bunch is labeled in the field to prevent mistakes.

## Black Raspberry Transplants

For those wanting quick results we have grown a limited number of Black Raspberry Transplants. These are plants grown two years, they are all well branched, heavily rooted and will produce berries the first season. In other words, we have saved you a year's growth and you will be amazed by the tremendous growth they will make this year. A full crop of berries in fourteen months. For prices of all varieties see page 36.







**ALFRED, the Famous New Blackberry.**

## Alfred

### The Famous New Blackberry

Introduced three years ago Alfred has created a sensation everywhere and this is not at all surprising as it is far superior to any other Blackberry ever grown. Alfred is so unusually vigorous that it produces a lot of berries the same season it is planted and nearly a full crop the second season. Ripening a week earlier than Eldorado and other ordinary varieties, it is still bearing heavily when other varieties are gone. It is perfectly hardy, having withstood a temperature of 30 degrees below zero without injury to a tip of a branch. In productiveness Alfred is in a class by itself, a single bush having produced the record breaking yield of nine heaping quarts of berries in a single season. In size and shape the berries closely resemble Dewberries, many of them measuring  $1\frac{1}{2}$  to 2 inches in length; color a glossy jet black, very attractive. This new Blackberry is the one ideal table variety because the berries are practically seedless, coreless, sweet and delicious.

We have greatly reduced the price of Alfred plants this season and our supply will go fast. Play safe by ordering yours today.

## Mersereau

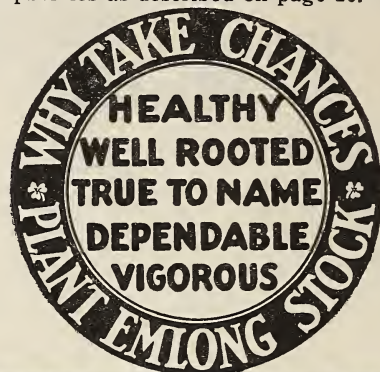
Mersereau originated in Northwestern New York and is grown extensively in very cold climates. In many sections this variety is replacing Eldorado, especially on the lighter soils, as it is a strong, deep rooted grower. Foliage deep green, tough and leathery, practically immune from rust and other fungous diseases. A big producer of large, first quality fruit; the flavor is exceptionally fine.

**For Prices See Page 36.**

# Blackberries

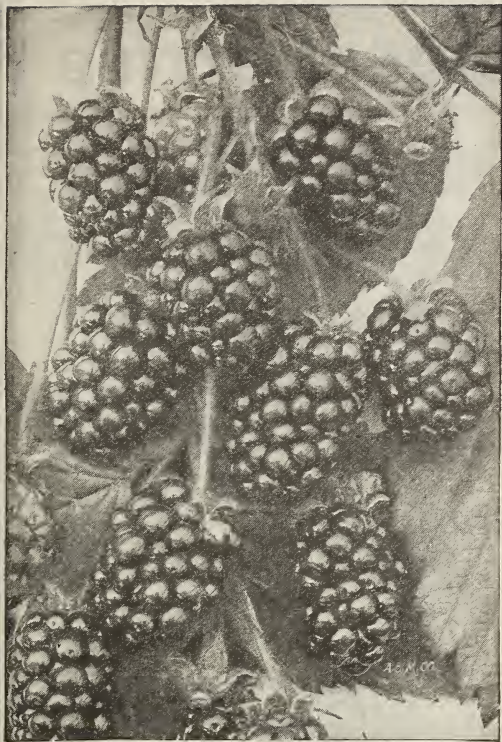
Would you like to make an extra \$500.00 or so during the month of August when most everyone is loafing around and spending money? You can easily make that much and more too if you'll just plant an acre of our healthy, hardy, big yielding Blackberry plants this spring. After the Strawberry and Raspberry seasons are over people must have fruit of some kind and will pay almost any price to get it.

Blackberries thrive equally well on any light or heavy soil and as they are practically immune from disease and insects one planting will provide a big income for a number of years. For field culture Blackberries are usually planted 4 feet apart in the row; with the rows 7 feet apart this requires about 1600 plants per acre. For best results they should be confined to hills and handled same as Raspberries as described on page 20.



**MERSEREAU,**  
A Big Producer of  
First Quality Fruit.





**ELDORADO, the Popular Commercial Variety.**

## Blowers

A very popular variety in many localities. Blowers ripens a few days earlier than Eldorado. Berries nearly as large as Dewberries, finest flavor and jet black color. One of the most productive varieties under cultivation, always sells for highest market price.

## Lucretia

### The Leading Dewberry

How they glisten when moist with dew—these long, mammoth, rich black berries—recognized by horticulturists everywhere as the leading variety—the king of the whole Dewberry tribe! Each plump berry is a morsel of delight. Incomparably better in every way than any blackberry you have ever seen or tasted. And the big prices they bring on the market! For real profit be sure to plant LUCRETIA. And also in your own home garden—for yourself and to sell to neighbors.

### Ripens About Ten Days Before Ordinary Blackberries

LUCRETIA is a very early bearer, ripening from a week to ten days before even the earliest ordinary blackberries. This, together with the fact that they are unquestionably the finest looking berry of their kind and of such big, uniform size, makes them top-notchers on price in any market.

For Prices See Page 36.

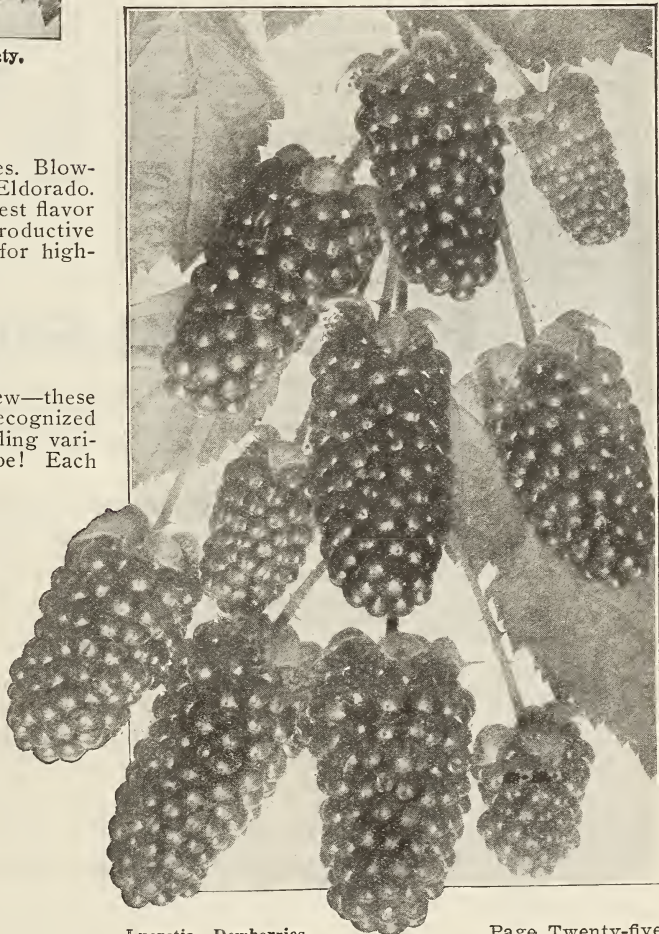
## Eldorado

### Popular Commercial Variety

This is the leading commercial variety under cultivation today, and long has been considered the most profitable variety. Eldorado is a strong, upright grower, and perfectly hardy, as it produces big crops regularly, even throughout the northern states, without Winter protection. The canes are stocky and free from disease. It is one of the most productive Blackberries ever grown. Berries large, jet black; flavor and quality excellent. A fine commercial variety, as it is a fine looking berry and stands up well after picking.

### Root Cutting Blackberry Plants Save a Year

In order to take care of the increasing demand for Blackberry plants, we have grown a big supply of healthy, vigorous, true-to-name root-cutting plants of all varieties. See page 19 for reproduction from photo of our Blackberry plants growing on our new ground that will be dug to fill your orders this season. Every one of these plants is guaranteed 100 per cent pure, true-to-name and healthy. Root-cutting plants have a perfectly balanced root system. They will make a big growth this season and will produce a lot of fruit next year. There is big money in Blackberries and you are starting right when you set root-cutting plants.



**Lucretia Dewberries.**



# Currants and Gooseberries

We are pleased to announce that the embargo on shipments of Currant and Gooseberry plants has been lifted and we can now ship these plants into any State. We have a very fine supply of heavily rooted, stocky, healthy and vigorous one-year plants in the popular varieties described below and have priced them very low as shown on page 36.

Currants and Gooseberries do equally well in sun or shade and a few bushes of each scattered around in odd places will give a big supply of this fine fruit, they do well on light or heavy soil and produce big crops regularly. Plant at least a dozen of each this spring.

## Currants

**PERFECTION.** This new variety is the "King" of all Currants. The color is a beautiful bright red. The berries are extra large and borne in large clusters, many of them six inches long, and the size of the berries is well maintained to the end of the bunch. Stems are long, making it easily picked without crushing. The season of ripening is about the same as Cherry or Fay, it is tremendously productive. Quality excellent—rich, mild, sub-acid, plenty of pulp with few seeds. Better quality and better flavor than any other large Currant in cultivation. Especially fine for table use. 6 plants, \$1.00; 25, \$3.00; 100, \$10.00.

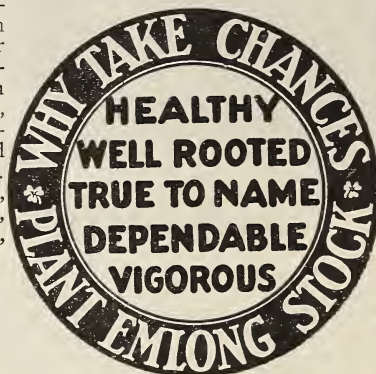
**LONDON MARKET.** There is no variety of Currant so extensively grown as London Market. This variety thrives everywhere. Very productive, the berries are large and borne in large clusters. Color is bright red and very attractive; quality excellent, with mild flavor. Bush healthy and vigorous. 6 plants, 60c; 25, \$1.75; 100, \$5.50.

**WHITE GRAPE.** Plants healthy and very productive. White Grape is by far the best of the white Currants. Excellent for fresh table use, as it is sweet and palatable. The large, white, first quality berries are borne in large clusters and the bushes are literally loaded every year. 6 plants, 75c; 25, \$2.50; 100, \$8.00.

## Gooseberries

**DOWNING.** The popularity of this variety is due to its productiveness, fine quality, beautiful appearance and vigorous growth. It is perfectly hardy, berries large, yellowish green color; excellent for home use or market. 6 plants, 75c; 25, \$2.50; 100, \$8.00.

**CARRIE.** This new variety originated in Minnesota, and is very popular throughout the North, East and West. The plants are clean and healthy, and more productive than any other variety. Berries medium size, red, smooth, attractive and fine flavor. 6 plants, \$1.00; 25, \$3.00; 100, \$10.00.



## Parcel Post Shipments

For orders weighing less than 50 pounds we recommend Parcel Post as it is the safest, quickest and most economical method of shipment. If you reside on a rural route the plants will be delivered to your door; this will avoid delay in planting. We make no extra charge for wrapping or packing Parcel Post or Express Shipments. You order your stock at prices quoted in this catalog and when the stock arrives.

### Pay Mail Carrier or Postmaster Parcel Post Charges

**IT IS CHEAPER** for you to pay the parcel post charges when you receive the goods, because when you pay a flat rate for postage you usually pay much more than the actual cost, as it is impossible to accurately estimate the weight of fruit plants or other nursery stock.

**IT IS SAFER** because packages that are sent C. O. D. for the charges are given preference by

postal clerks and will be delivered promptly and in the best possible condition.

**IT IS EASIER** for you to order because by the old method it was necessary for you to find out which zone you were in, to know how much to include for postage. By this method you remit only the price of the plants, and when they arrive your postmaster or mail carrier tells you the cost of postage.

### Our Prices are Fair and Square

The price of our plants represents the actual cost of growing them plus a small profit for ourselves. We do not prepay transportation charges because if we did it would be necessary to in-

crease our prices and the customer who lived within 500 miles of us would be compelled to help pay the cost of transportation on orders shipped 1500 or 2000 miles.

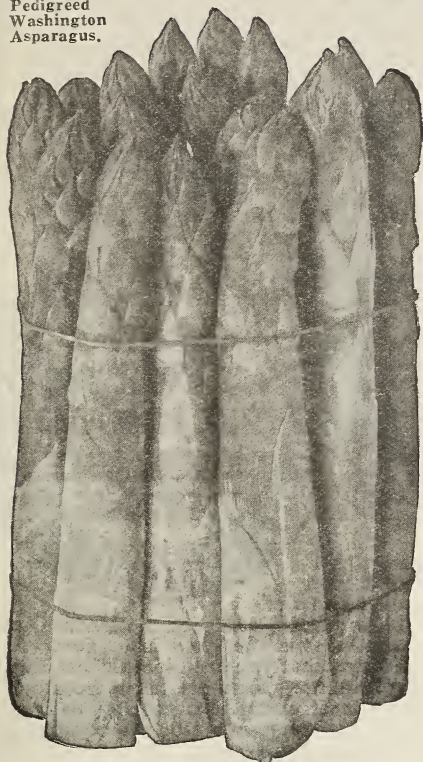
When you buy from us your express and parcel post charges will be reduced to the minimum as our plants are free from dirt and well cleaned.



# Washington Asparagus

**ONLY \$9.50 PER THOUSAND**

Pedigreed  
Washington  
Asparagus.



There is no variety of Asparagus as good as Washington, and whether you are growing for home use only or for market, you cannot afford to grow any other. This wonderful new Asparagus was developed and introduced by the United States Department of Agriculture, and although it is just a recent introduction, it has become famous the country over.

## **Rust Resistant—Profitable**

Growers everywhere are discarding all other varieties in favor of the famous Washington, because it is earlier, the stalks are larger, more tender, more productive than any other variety, and last but not least, WASHINGTON IS IMMUNE TO RUST, which means that one planting will produce profitable crops for many years.

## **Large—Early—Tender—Juicy**

Asparagus buyers everywhere now demand Washington and are willing to pay fancy prices to get it. The demand for Washington is tremendous because when it is once eaten, no other variety will give satisfaction. The stalks are a purplish green color, large, tender and juicy. A very rapid grower, which means many cuttings. Shoots are always tight and do not open until well above the ground.

## **Grow Your Own**

Just a little corner in your garden will produce an abundance of this delicious appetizing early Spring vegetable. We have grown a big supply of fine roots and at the low price we are asking for genuine Washington you cannot afford to be without your own Asparagus garden. A single planting of this great variety will produce abundantly for many years. Order your roots now and we will send them at proper planting time.

## **Martha Washington—Mary Washington**

The two strains of Washington Asparagus are Martha and Mary. We offer both; when ordering specify which variety you want. They are both good, very little difference—however, some authorities claim Mary Washington is a more rapid grower and even more rust resistant than Martha Washington. Heavy 1-yr. roots, 50 for \$1.00; 100, \$1.50; 1000, \$9.50. 2-yr., 50, \$1.50; 100, \$2.50; 1000, \$16.50.

## **PALMETTO ASPARAGUS**

A remarkably strong-growing and very popular and valuable Asparagus. Bears stalks of large size, is of early maturity, a heavy yielder and usually free from rust. The shoots are usually tinted pink, and are tender to an unusual length. No one will be disappointed with this fine Asparagus. 100 for \$1.00; 1000, \$6.50.

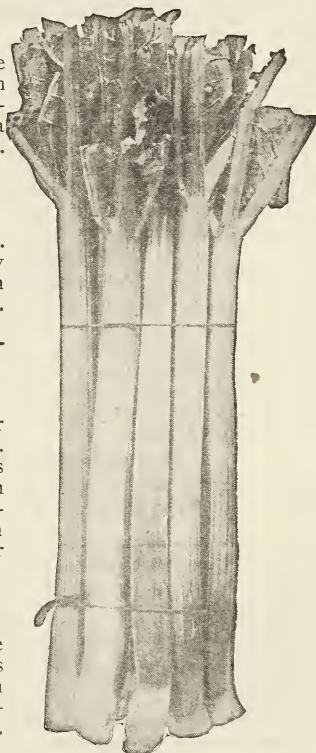
## **PEACH-FLAVORED RHUBARB**

### **SOMETHING NEW—FINE FOR PIES**

Rhubarb should be grown in every garden, as it provides material for early Spring pies and fresh table sauce. It is also valuable for canning. Plant a few roots this Spring, sure, and you will have a supply of this early "fruit" next year. This wonderful new variety differs greatly from the old "pie plant." The stems are very large, tender, with a mild, sub-acid flavor. Yields abundantly and much earlier than the older common varieties. Our roots are strong and priced right—include a few in your order this season. 6 for 60c; 25, \$2.00; 100, \$7.00.

## **HORSERADISH**

Horseradish is very easily grown and thrives everywhere. If you have ever compared the freshly dug article with that usually sold over counters you can appreciate the value of the good home grown kind. A dozen roots will provide a generous supply for the ordinary family. One planting will last a number of years. The roots we offer are strictly first class. 6 for 50c; 25, \$1.50; 100, \$5.00.







## There is Big Money in Grapes

The load of grapes shown here consisted of 1260 four-quart baskets and were sold on the Stevensville market for 27 cents per basket. A total of \$340.20 for the load. Our vineyards averaged two of these loads per acre last season. Some seasons the yield is greater.

When you plant our grape vines you have the satisfaction of knowing that you are planting healthy, vigorous and true-to-name plants. The cuttings from which our plants are grown are taken from our own bearing vineyards. They are grown on ideal soil and are the finest plants it is possible to buy. Our prices are reasonable, there is a big demand, you should order now while our stock is complete.

### Champion

"The First Grape to Ripen"

Ripening as it does a week to ten days earlier than Moore's Early and other early varieties, this fine Grape certainly deserves the great popularity it has attained. Champion is a vigorous grower, perfectly hardy and enormously productive. The bunches and berries are large; color nearly black, quality good. Here in Michigan Champion usually ripens about August 20th and always brings higher prices than any other variety.

### Worden

An Early Black Grape

Very hardy, healthy and productive. In vigor and health Worden is surpassed by no other variety. It is practically immune from fungous diseases and a sure, heavy cropper. Ripens a week earlier than Concord. Fine for home use or local market, but not for shipping on account of the tender skin.

### Campbell's Early

This early black Grape is undoubtedly the finest flavored of all varieties. Thrives everywhere on light or heavy soils and produces larger bunches and bigger berries than any other Grape. Usually ripens two weeks earlier than Concord, but this is variable, and is generally marketable with Worden.

#### EVERY ONE GROWS

Savanna, Ill.  
Gentlemen:—Please send your price on 1-yr. Grape plants in 5,000 lots. I bought grape plants of you last year and they truly were the finest I ever bought. Every one grew fine.

G. A. SCHNECK, Jr.

### Moore's Early

The Best Early Variety for Market

A black Grape similar to Concord in appearance and quality, but ripens two weeks earlier and is the leading standard black Grape of its season. Bunch and berry large, quality and flavor of the best. Vine healthy and hardy.

### Lucile

The Finest Red Hardy Grape

In vigor, health and productiveness, Lucile is surpassed by no other variety, and is practically immune from diseases of all kinds. One of the most beautiful Grapes and always sells at high prices. Bunch large, compact, and of good form. Berry large, wine-red color and of most excellent flavor, juicy, sweet and delicious. Ripens in advance of Concord, keeps well and ships well.

### Delaware

Delaware is probably the best known of all red Grapes. Seems to do well everywhere and produces a large amount of fruit annually. Bunch is small; compact, sometimes shouldered; berries small, skin thin but firm. Flavor excellent; flesh juicy, very sweet and refreshing, of best quality for table use. Very hardy, ripens with Concord.

#### BEAR YOUNG

Galion, Ohio.  
Gentlemen:—The Grape plants we got of you last spring were fine. They made a wonderful growth. Every one lived and some had grapes on the first season.

L. L. MONEYSMITH.

For Prices See Page 36.



# CONCORD

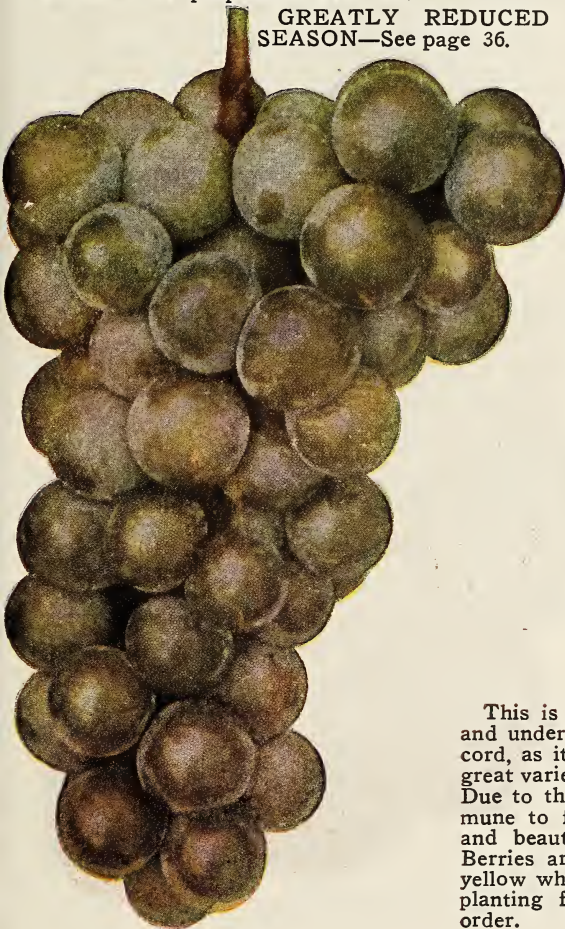
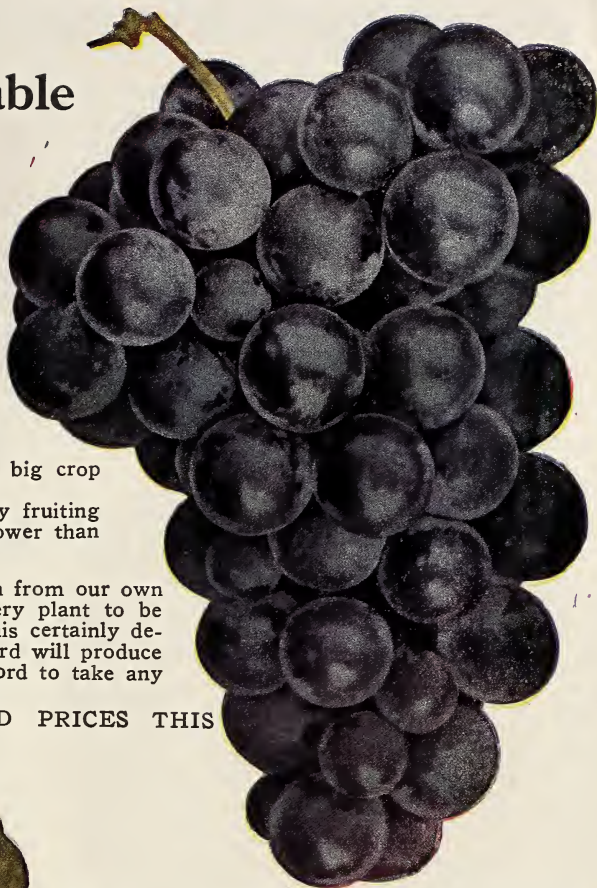
## The Popular Wine, Table and Market Grape

If you are looking for the best Grape for home use or market, there's no need of looking any further, "Concord fills the bill." It is the standard of excellence, quality and comparison on all markets and buyers everywhere pay a premium for this super-quality Grape. Concord is perfectly hardy, having withstood a temperature of 30 degrees below zero without injury. It will produce more fruit per acre than any other variety and does well on light or heavy soil. The bunches are large and compact, berries large, bluish black color, sweet and juicy, fine quality and flavor. Concord is a strong vigorous grower producing a big crop of fruit regularly.

We have grown a large supply of our heavy fruiting strain Concord this season and our prices are lower than ever before.

As the cuttings for our Grape Vines are taken from our own bearing vineyards we can safely guarantee every plant to be 100% healthy, true-to-name and productive. This certainly deserves your consideration because a good vineyard will produce paying crops for a life-time and you cannot afford to take any chances with a proposition like that.

GREATLY REDUCED PRICES THIS SEASON—See page 36.



### *Red, White and Blue Grape Collection*

- 4 CONCORD. Best main crop.
- 2 CHAMPION. Earliest of all.
- 2 MOORE'S EARLY. Fine table Grape.
- 2 NIAGARA. Best white.
- 2 DELAWARE. Best red.

12 Strong Vines **\$1.00**  
Only . . .

## NIAGARA

This is the Great White Grape that succeeds everywhere and under all conditions. In fact it is really the White Concord, as it seems to have all the good characteristics of that great variety, being equally as vigorous, hardy and productive. Due to the tough, leathery foliage Niagara is practically immune to fungous diseases. It is one of the most delicious and beautiful of hardy Grapes and sells at fancy prices. Berries are large; bunch large and compact; color greenish yellow when fully ripe; juicy, sweet and delicious. Whether planting for home use or market include Niagara in your order.



# Northern Grown Fruit Trees

## AT BARGAIN PRICES

Here is your opportunity to buy the healthiest and most productive Fruit Trees that can be grown, at a big saving. We have selected only those varieties of known ability to produce big crops of the finest quality fruit and by planting these tried and tested varieties you are assured of equally satisfactory results whether your planting is for home use or commercial purposes.



Jonathan Apple.

## Ideal Back Yard Orchard

**\$3.50 for Twelve 3 to 5 ft.  
Trees**

**\$5.00 for Twelve 5 to 7 ft.  
Trees**

- |                   |                   |
|-------------------|-------------------|
| 1 Delicious Apple | 1 Black Tartarian |
| 1 Grimes Golden   | Cherry            |
| Apple             | 1 Montmorency     |
| 1 Elberta Peach   | Cherry            |
| 1 Rochester Peach | 1 Yellow Egg Plum |
| 1 Bartlett Pear   | 1 Abundance Plum  |
| 1 Kieffer Pear    | 1 Superb Apricot  |
|                   | 1 Orange Quince   |

When ordering just say—One 3 to 5 ft.  
(or 5 to 7 ft.) Ideal Back Yard Orchard.



South  
Haven  
Peach.

## Famous South Haven Peach

Here it is folks,—in South Haven we are offering you the Big, Fancy, Early, Yellow Peach you have waited for so long.

In productiveness, size, quality, flavor, appearance, etc., South Haven is the equal if not the superior of Elberta—but think of it!—ripening as it does 14 to 20 days earlier than Elberta, you will readily agree that it should be included in every Back Yard and Commercial orchard.

Be one of the first to plant this grand Peach in your locality. Only a limited number of South Haven trees this season priced as follows.

	Each	10	50
1-year, 3 to 5 ft. ....	\$ .50	\$4.50	\$21.00
1-year, 5 to 6 ft. ....	.75	7.50	32.50



Black Tartarian Cherries.



# FRUIT TREE COLLECTIONS

## AT SPECIAL LOW PRICES

Why not make up your mind right now to assure yourself and family a bountiful supply of fruit in the coming years? Along next Summer and Fall when you see your neighbors' trees loaded with fruit you will think how lucky he is and then curse your own misfortune for not having the same. There is no luck about it—just do it yourself and you will never have a better chance than right now because we are offering you some fine trees and at a mighty low price.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Apple Tree Bargain | <input type="checkbox"/> Peach Tree Bargain | <input type="checkbox"/> Assorted Bargain |
| 3 Delicious                                 | 3 Elberta                                   | 2 Abundance Plum                          |
| 2 Early Harvest                             | 2 Rochester                                 | 2 Bartlett Pear                           |
| 2 Grimes Golden                             | 2 Belle of Georgia                          | 2 B. Tartarian Cherry                     |
| 3 Jonathan                                  | 3 J. H. Hale                                | 2 Montmorency Cherry                      |
| 3 to 4 ft., \$2.55                          | 3 to 5 ft., \$2.15                          | 3 to 4 ft., \$3.15                        |
| 4 to 6 ft., \$3.65                          | 4 to 6 ft., \$2.95                          | 4 to 6 ft., \$4.25                        |

Gentlemen:—

For the enclosed remittance send me at proper planting time the fruit tree collections checked (X) above.

My Name .....

Town ..... County.....

State ..... Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE).



# Emlong's DOLLAR Bargains

## FRUIT PLANTS — FRUIT TREES — ORNAMENTALS

Here is one place your "dollars" will more than do their duty. The money you pay for a few quarts of stale and inferior fruit if invested in one or more of the following bargains will give you a continuous supply of good fresh fruit during the entire fruiting season.

Here and there and everywhere are odd spaces of vacant ground, worthless now, that will pay you big dividends if devoted to fruit plants, trees or shrubbery. Don't put it off, check the items you want NOW, mail us this slip with a remittance, and the stock will be shipped at planting time.

We will select varieties best adapted to your locality.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 100 Strawberry Plants     | <input type="checkbox"/> 10 Currant Plants | <input type="checkbox"/> 3 Rose Bushes       |
| <input type="checkbox"/> 25 Red Raspberry Plants   | <input type="checkbox"/> 5 Peach Trees     | <input type="checkbox"/> 10 Spirea V. H.     |
| <input type="checkbox"/> 25 Black Raspberry Plants | <input type="checkbox"/> 4 Apple Trees     | <input type="checkbox"/> 6 Hydrangea         |
| <input type="checkbox"/> 25 Blackberry Plants      | <input type="checkbox"/> 3 Plum Trees      | <input type="checkbox"/> 6 Japanese Barberry |
| <input type="checkbox"/> 10 Gooseberry Plants      | <input type="checkbox"/> 3 Cherry Trees    | <input type="checkbox"/> 30 Gladiolus Bulbs  |

Gentlemen:—

For the enclosed remittance send me at proper planting time the items checked (X) above.

My Name .....

Town ..... County.....

State ..... Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE).



# EMLONG'S QUALITY TREES

**BUDED FROM BEARING ORCHARDS COST NO MORE—THEY DO MORE**

## Every Tree is Guaranteed True to Name

Emlong customers get what they want—and when you order a Jonathan Apple, from us, an Elberta Peach, Bartlett Pear, Monarch Plum, Montmorency Cherry, or any other variety, you'll get just what you order and not some worthless variety. Our stock is all budded from bearing trees that are healthy, vigorous and productive. That's the kind of stock you want.

## When You Buy From Us You Save Half

The best stock that money can buy, at a fair and square price, is what you get when you buy from us. This catalog is our only salesman and it tells the truth about EMLONG QUALITY and EMLONG SERVICE. When you buy direct from the grower there are no middlemen to pay, and another big advantage is that every plant and tree will be fresh dug and shipped direct to you.

## Peach Trees—25c Each

**ELBERTA.** The standard commercial variety wherever Peaches are grown. Succeeds everywhere and believed by many growers to be the best all-around Peach. Tree a vigorous, thrifty grower. Fruit large, yellow; flesh pale yellow, tender and juicy. A great cooking, eating and market variety.

**ROCHESTER.** Early midseason. Color lemon-yellow, blushed with deep dark red; skin thick, tough, a good shipper. Flesh yellow, juicy, tender and melting. Sweet, fine flavor; quality good.

**J. H. HALE.** A fine variety; tree perfectly hardy. Fruit extra large, ripens about a week earlier than Elberta. Quality and flavor of the best. Color a beautiful golden yellow with deep carmine blush.

**MAYFLOWER.** This is the first red Peach to ripen. Carries to market in fine shape and always sells well. A strong, thrifty grower, very productive and a sure cropper.

**CARMAN.** Large, resembling Elberta in shape. Creamy white with deep blush, skin tough, making it a good market variety; flesh tender, juicy, fine flavor.

**EARLY ELBERTA.** Larger than Elberta, though identical in shape; bright yellow with red blush, flesh yellow, finer grained and sweeter than Elberta, and ripens a week to ten days earlier. An excellent home or shipping Peach. Tree a strong grower, hardy and prolific bearer.

### THIS GROWER KNOWS

Henry Emlong & Sons:

It may interest you to know that the Peach trees I bought of you folks four years ago produced a fine crop this season. The same year I bought trees from two tree salesmen, also a southern nursery, some of these trees were a complete failure and the best of them have produced only about one-half as much fruit as your trees.

FRANK DINSMORE,  
Missouri.



Elberta Peach.

**FITZGERALD** An improved Crawford, fully equal to that variety in size, quality and color. Tree bears young, is very productive and hardy. Color bright yellow, splashed with red; flesh yellow, quality fine.

**BELLE OF GEORGIA.** Very large, skin white with red cheek; flesh white, firm; quality and flavor excellent. Tree a rapid grower and very productive.

**YELLOW ST. JOHN.** The finest early yellow freestone. The large, round, showy fruit always attracts attention. An extra fine dessert Peach, and profitable for market.

**WILMA.** The fruit is fully as large as Elberta (its parent), not quite so elongated; color and quality very much better and ripens about ten days later. Tree thrifty, vigorous, hardy and productive.

**CRAWFORD'S EARLY.** A large yellow Peach of splendid quality; strong grower and prolific fruiter.

**CRAWFORD'S LATE.** A superb yellow Peach of extra large size and excellent quality. A great producer; one of the finest late varieties.

### PRICES ALL VARIETIES

	Each	10	50	100
One year, 3 to 5 ft. trees .....	\$0.25	\$2.25	\$10.50	\$20.00
One year, 5 to 6 ft. trees .....	.40	3.50	15.00	28.00

Notice: The 3 to 5 ft. trees can be shipped by parcel post, the large trees by express only.



# Apple Trees—30c Each

## SUMMER APPLES

**DUCHESS.** Vigorous grower and extremely hardy. Early and annual bearer of large crops. Fruit large, greenish yellow, striped red. Flesh light yellow, fine grained, firm; flavor a pleasant acid. A great eating, cooking or market Apple.

**EARLY HARVEST.** Tree healthy, vigorous and a good bearer. Fruit medium sized, skin smooth and a clear waxy yellow, rarely blushed. Flesh tender, juicy, acid to sub-acid; flavor good.

**YELLOW TRANSPARENT.** One of the best early Apples. Fruit medium, smooth, transparent skin; clear white becoming pale yellow when fully ripe; flesh white, tender, fine grained, splendid quality.

## FALL AND EARLY WINTER APPLES

**WEALTHY.** Succeeds everywhere, tree vigorous and extremely hardy, an early and abundant bearer. Medium size, round; skin smooth, light yellow, nearly covered with dark red; flesh white, fine, juicy and sub-acid; one of the best and finest Apples grown.

**STAYMAN'S WINESAP.** A profitable market variety and fine for home use. Fruit large, bright red color, very productive and best quality. The tree is a vigorous grower and adapts itself to all soils and climates.

**GRIMES GOLDEN.** One of the most popular Apples. Tree a strong, thrifty grower. Fruit medium to large; flesh yellow, firm, very fine grained, juicy, sub-acid flavor; fine quality. Excellent for eating, cooking or market.

## WINTER APPLES

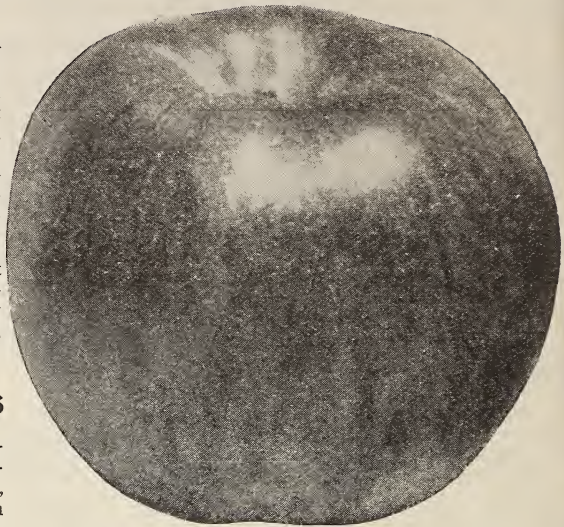
**DELICIOUS.** Our stock is guaranteed genuine "TRUE DELICIOUS." Undoubtedly the most popular of all Winter Apples. The trees bear young and regularly. Very healthy and productive, perfectly hardy. In flavor it has no equal, keeps well and commands top prices everywhere. Fine for eating, cooking, market.

**JONATHAN.** Bears young and a big producer. Fruit very attractive, bright red, quality of the finest, flavor of the best. Flesh tender, crisp and juicy, with a smooth and glossy skin that makes it a big seller everywhere.

### "MADE A WONDERFUL GROWTH"

The 300 Apple, Peach and Cherry trees I purchased from you three years ago were the finest lot of trees I have ever seen. Large, stocky and well rooted. It has been a pleasure to watch them grow and every tree is true to name. Some of them bore the first season.

MARSHALL BROS., Illinois.  
Per Geo. Marshall.



Northern Spy Apple.

**McINTOSH.** Large, deep crimson; beautiful. Tree hardy and vigorous. Flesh pure white, crisp and tender. A prolific, reliable producer.

**GREENING.** Fruit large, greenish yellow, fine grained. The tree is very hardy, vigorous, upright and bears young. A good keeper and excellent for cooking.

**YORK IMPERIAL.** Large, yellow, shaded red; firm, juicy, sub-acid. An excellent shipping Apple.

**ROME BEAUTY.** Large; mostly covered with red on pale yellow; flesh tender, but not fine grained; juicy, quality good.

**BALDWIN.** A large, dark red Apple; sub-acid, good flavor. Tree hardy, vigorous, productive. Excellent for eating, cooking and market.

**NORTHERN SPY.** Large, striped red; flavor rich, mild sub-acid, fine. Keeps through Winter and late Spring.

**BEN DAVIS.** A profitable variety in many sections. Quality and flavor not so good, but will keep longer than any other.

**WINTER BANANA.** Fine, late Winter baking Apple. Light yellow, flesh pure white, fine grained, sweet and good.

## CRAB APPLES

**HYSLOP.** Tree bears young, fruit large, nearly round; skin smooth, dark, rich red on yellow. Flavor very good.

**TRANSCENDENT.** A large tree and a very strong grower, succeeds everywhere, an abundant bearer; fruit large, round, smooth; rich yellow shaded red.

### PRICES ALL VARIETIES

	Each	10	50	100
One year, 3 to 5 ft. trees .....	\$0.30	\$2.85	\$13.25	\$25.00
Two year, 5 to 6 ft. trees .....	.45	4.00	19.00	35.00

Notice: The 3 to 5 ft. trees can be shipped by parcel post in small lots, the large trees by express only.



# Cherry Trees—40c Each



Bing Cherries.

**SCHMIDT.** A splendid market Cherry, because of its attractiveness and all-around good qualities. A big producer of extra large Cherries; rich deep crimson color; tender, juicy and extra well flavored. Sweet.

## PRICES ALL VARIETIES

	Each	10	50	100
One year, 3 to 4 ft. trees .....	\$0.40	\$3.85	\$18.25	\$35.00
Two year, 4 to 6 ft. trees .....	.60	5.50	26.50	50.00

**WINDSOR.** Exceedingly valuable for late market and home use. A fine, large, dark red Cherry that hangs on a long time and rots but little. The flesh is remarkably firm and good. Sweet.

**BING.** The grand new sweet Cherry; originated in Oregon. Flesh very solid, flavor of the very highest quality. A fine shipper; perfectly hardy and very prolific. Sweet.

**BLACK TARTARIAN.** Tree perfectly hardy, a vigorous grower, thrives everywhere; very productive. Fruit very large, bright purplish black; juicy, sweet, rich, excellent flavor and quality; fine for eating, canning or market. Sweet.

**NAPOLEON.** Sometimes called Royal Anne. A beautiful Cherry of large size; pale yellow, with bright red cheek; flesh firm, juicy and sweet; one of the best Cherries for eating, canning or market.

**LARGE MONTMORENCY.** A beautiful, extra large, red, sour Cherry. Fruit larger and firmer than Richmond; ripens about ten days later. A strong grower, absolutely hardy, bears young and a sure cropper. There is a big demand everywhere for this fine Cherry.

**EARLY RICHMOND.** The earliest and most popular sour Cherry grown; one of the most popular and valuable of the acid varieties. Fruit medium size, dark red, melting and juicy; unsurpassed for cooking and canning. Tree slender growing; exceedingly productive, very hardy, as it will stand the most severe Winter.

## EVERY ONE GROWS

GENTLEMEN:—

I will have a big club order for your fine trees next Spring, as my neighbors and friends, who have seen my trees, want to plant some of their own. We could never get Cherries to grow in this locality before, but yours have made a wonderful growth.

FRANK B. DIXON, Kentucky.

## THRIFTY, HEALTHY TREES

Henry Emlong & Sons:—

I have been advised by our County Agent that your firm is dependable and have healthy, vigorous trees. I have thrown away a lot of money on worthless trees, but have decided to try once more, so please send catalog and prices.

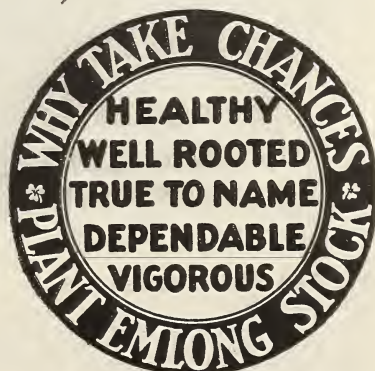
J. F. WILKINSON, New York.

## Quinces

**ORANGE.** The finest Quince grown. Trees bear young and are very productive. Fruit large, orange-shaped and of excellent flavor. Orange is the best known and best liked of all varieties. 2 yr., 4 to 6 ft., 75c each; 10 for \$7.00.

## Apricots

**SUPERB.** Medium size; light salmon with slight blush; flesh firm and solid, and excellent flavor. Grows large and spreading; very hardy and productive. 2 yr., 4 to 6 ft., 60c; 10 for \$5.00.





# Plum and Pear Trees — 40c Each

## Pear Trees

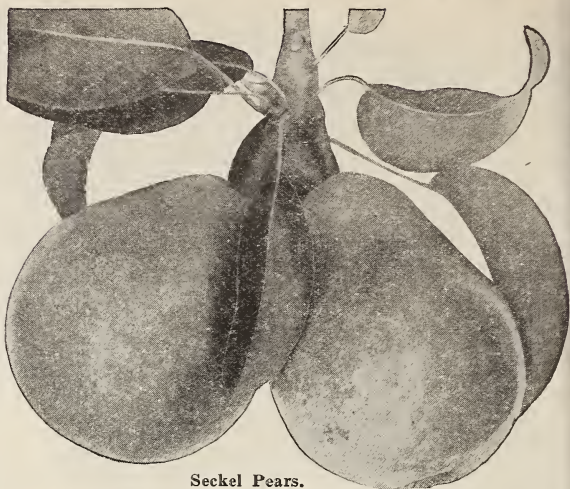
**BARTLETT.** Undoubtedly the finest Pear grown. A big producer; ripens early. Golden colored with red cheek; flavor and quality the best.

**KIEFFER.** This is the well known canning Pear; a big producer and sure cropper; hardy, prolific; fruit large, yellowish, good quality.

**SECKEL.** This is the small, rich, sweet Pear, so widely grown for preserving and home use; succeeds everywhere and a big sure cropper.

**CLAPP'S FAVORITE.** Tree hardy, vigorous and upright grower. Fruit large and fine looking; flesh juicy, sweet and rich.

**SHELDON.** Large, yellow, with beautiful red cheek; flesh a little coarse, melting, juicy and crisp. Tree vigorous and productive.



Seckel Pears.

### EVERY TREE GROWS

Gentlemen:—

I planted a small orchard a few years ago and am proud to say that every one of the 164 trees bought from you folks has made a splendid growth. The Bartlett and Seckel Pears, also the Abundance and Yellow Egg Plums, have done especially well, and I am looking for a good crop next year. Fruit is in big demand here and prices are high.

GEO. CLAWSON, Ohio.



Monarch Plum.

## Plum Trees

**ABUNDANCE.** One of the best; tree a rapid grower, healthy and bears young; very productive. Fruit medium size, a rich bright cherry-red; flesh light yellow, juicy and tender, tree vigorous and hardy.

**GERMAN PRUNE.** Medium oval; purplish blue, rich, juicy and of high flavor; tree vigorous and productive; good for drying or canning.

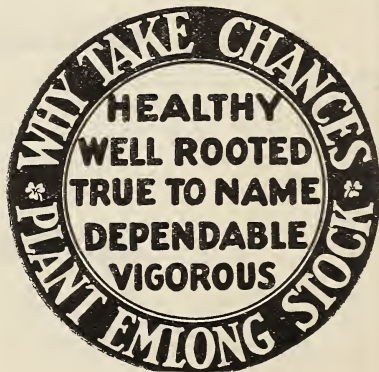
**BURBANK.** Medium to large; orange-yellow, dotted and marbled with red; flesh meaty, yellow, sweet and good; valuable for canning and a good market Plum.

**MONARCH.** Large, nearly round, dark purple, juicy and sweet. A splendid shipper and good market variety; tree vigorous and very productive.

**SHROPSHIRE DAMSON.** One of the favorite Damsons. Fruit oval; tree a good grower and enormously productive; fruit of medium size produced in thick clusters or groups, dark purple color, esteemed for preserving.

**YELLOW EGG.** Golden yellow covered with thick bloom. Flesh golden yellow. Rather juicy. Tree large, very productive.

**GREEN GAGE.** Rather small, round, surface green, becoming yellowish green, usually with reddish brown dots and network at base. Flesh pale green, melting, juicy, sweet and rich, and unequalled in flavor.



PRICES ALL VARIETIES	Each	10	50	100
One year, 3 to 4 ft. trees .....	\$0.40	\$3.85	\$18.25	\$35.00
Two year, 4 to 6 ft. trees .....	.60	5.50	26.50	50.00

Notice: The 3 to 4 ft. trees can be shipped by parcel post, the larger trees by express only.



# Look! Big Shrub Bargains

Never again will you have an opportunity to "doll up" your yard at these money saving prices. As we have a big supply of the popular shrubs described here we have priced them low and if you will look up the prices others are asking for this stock you will realize how important it is to get your order in quick as our supply will go fast.

On account of our low prices don't confuse this stock with the spindling plants sent out by some nurseries. It is all stocky, branched, well rooted 2 and 3 year field grown and will give an immediate effect.

## Spirea Van Houttei

10 for \$1.00

Commonly called "Bridal Wreath." This is the most popular of all shrubs. During May and June the branches are a mass of flowers, and the dark green foliage gives a beautiful effect until winter. Thrives equally well in shade or hot sun. Price: 15c each; 10 for \$1.00; 3-yr. bushes, 35c each.

## Hydrangea

25c each

Hydrangea P. G., is one of the finest and most popular shrubs grown today. Blooming profusely, as it does from August until winter, it is extremely showy. It is absolutely hardy, thrives in any soil and our strong plants will bloom the same season they are planted. Our price: 25c each; 3 for 60c; 6 for \$1.10.

## California Privet

\$8.00 per 100

California Privet has long been recognized as one of the very best plants for hedge purposes—remarkable for its dark green glossy foliage; quick strong growth and freedom from insects and scale. Price: 10 for \$1.00; \$8.00 per 100.

## Amoor River Privet

\$10.00 per 100

This is the hardest of all Privets and especially desirable for hedge planting in the north. It is not subject to blight and the beautiful dark green foliage is retained very late in the fall. Price: 10 for \$1.35; \$10.00 per 100.

## Ibota Privet

\$20.00 per 100

On account of its exceptional charm and beauty this new Privet is popular everywhere. Manner of growth low and branching; absolutely hardy. Price: 25c each; 10 for \$2.25; \$20.00 per 100.

## Japanese Barberry

25c each

This is the Improved Thunberg's Barberry that is entirely free from rust and will pass inspection in any state. This is a beautiful plant, equally attractive in group planting, hedges or singly. Foliage a brilliant green, tinted a reddish bronze. The branches are loaded with scarlet berries that are retained during the winter. Price: 25c each; 5 for \$1.00; \$16.00 per 100.

**Our Supply is Limited—So Place Your Order Early**

## INSTRUCTIONS FOR ORDERING

**WHEN TO ORDER.** The sooner the better and as a special inducement to have you send in your order early we allow a discount of 7% on orders received during January, 5% on orders received during February and 2% on orders received during March. This discount applies only when cash in full accompanies the order. It is to our mutual advantage when you order early as it relieves us of office work during the rush season, and as our stock is complete you are certain to find what you want.

**HOW TO ORDER.** Use order blank (page 37), and be sure to fill this in correctly. We are anxious to give you prompt efficient service and you can aid us greatly in doing this if you will write your name and address carefully and give the other information called for.

**FIGURE PRICES CORRECTLY.** For instance if you order 100 Strawberry plants of three different varieties, 300 plants in all, you must figure them at the 100 rate and not at the 300 rate. Or if you order ten fruit trees of ten different varieties you must figure them at the each rate and not at the ten rate. This will save delay and unnecessary correspondence.

**HOW TO SEND MONEY.** Our terms are cash, or when orders amount to \$10.00 or more we will book the order with a cash payment of one fourth the amount and balance can be sent any time before shipment. Remittance may be made by check, bank draft, postal or express money orders or cash in registered letters. We acknowledge orders the same day they are received.

**PARCEL POST SHIPMENTS.** See page 26 for full particulars regarding Parcel Post Shipments.

**OUR SHIPPING SEASON.** Owing to our ideal soil and location we can make shipment usually a week sooner than other Michigan Growers, usually beginning about March 20, and continuing until June. In the fall our stock is fully matured by October first and we can ship during October and November.

**PROMPT SERVICE—QUICK DELIVERY.** We are equipped to handle hundreds of orders every 24 hours and as we are only 70 miles from Chicago where quick transfer is made to all railway lines East, West and South you are assured prompt service and delivery when you deal with us.

**NO CHARGE FOR PACKING.** We make no charge for wrapping and packing which is done in the best possible manner by trusted men of long experience. Plenty of damp moss is used so that the stock will reach you in perfect growing condition.

**ALL STOCK TRUE TO NAME.** As our stock is all labeled when dug it is practically an impossibility to send you stock that is not true to name. However should such a mistake occur we will replace same free of charge or refund your money. Your order is accepted with the understanding that in no case will we be held liable for more than the original purchase price.

**IN CASE OF ERROR OR SHORTAGE.** Notify us immediately as we are not satisfied until you are. As soon as you receive your order check it over and if not correct notify us immediately advising number of packages or crates received.



Delivery  
Included

# Emlong's 1927 Price List

Delivery  
Included

**DISCOUNT FOR EARLY ORDERS.** We allow a 7% cash discount on orders received during January; 5% on February orders and 2% on March orders. This discount applies only when cash in full accompanies order. SEE PAGE 26 FOR INFORMATION REGARDING PARCEL POST SHIPMENTS.

**Figure Prices Correctly** The prices given below apply separately to each variety. For example the price of 200 plants in column three is \$1.65, but should you order 100 plants each of two different varieties, the price will be \$1.00 for each variety. More than 500 plants of a variety sold at the 1000 rate.

Column 1 SEN. DUNLAP GIBSON	Column 2 EATON DR. BURRILL	Column 3 PREMIER AROMA	Column 4 COOPER PEARL	Column 5 CHAMPION PROGRESSIVE	Column 6 MASTODON RED GOLD
25 Plants \$0.25	25 Plants \$0.30	25 Plants \$0.40	25 Plants \$0.50	25 Plants \$0.75	25 Plants \$1.50
50 Plants .40	50 Plants .45	50 Plants .65	50 Plants .75	50 Plants 1.25	50 Plants 2.50
75 Plants .60	75 Plants .65	75 Plants .85	75 Plants 1.05	75 Plants 1.65	75 Plants 3.25
100 Plants .75	100 Plants .85	100 Plants 1.00	100 Plants 1.25	100 Plants 2.00	100 Plants 4.00
150 Plants 1.05	150 Plants 1.25	150 Plants 1.35	150 Plants 1.60	150 Plants 2.60	150 Plants 5.75
200 Plants 1.30	200 Plants 1.00	200 Plants 1.65	200 Plants 2.00	200 Plants 3.20	200 Plants 7.50
250 Plants 1.50	250 Plants 1.85	250 Plants 1.90	250 Plants 2.45	250 Plants 3.80	250 Plants 9.00
300 Plants 1.65	300 Plants 2.05	300 Plants 2.10	300 Plants 2.75	300 Plants 4.35	300 Plants 10.50
400 Plants 1.85	400 Plants 2.30	400 Plants 2.65	400 Plants 3.45	400 Plants 5.50	400 Plants 12.75
500 Plants 2.00	500 Plants 2.50	500 Plants 3.00	500 Plants 4.00	500 Plants 6.50	500 Plants 15.50
1000 Plants 4.00	1000 Plants 5.00	1000 Plants 5.50	1000 Plants 8.00	1000 Plants 12.00	1000 Plants 30.00

## RED RASPBERRIES

	12	25	50	75	100	200	300	400	500	1000
EARLY KING .....	\$0.50	\$0.75	\$1.25	\$1.75	\$2.00	\$3.75	\$5.10	\$6.20	\$7.50	\$14.00
CUTHBERT .....	.50	.85	1.50	2.00	2.50	4.25	5.40	6.60	8.00	16.00
VICTORY .....	.75	1.25	2.00	2.65	3.25	6.00	8.25	10.25	12.00	22.50
LATHAM .....	1.00	1.75	3.25	4.25	5.50	10.00	13.50	17.00	21.00	40.00
OHTA .....	.75	1.25	2.00	2.65	3.25	6.00	8.25	10.25	12.00	22.50
ST. REGIS .....	.75	1.25	2.00	2.65	3.25	6.00	8.25	10.25	12.00	22.50

## BLACK RASPBERRIES

	12	25	50	75	100	200	300	400	500	1000
CUMBERLAND .....	\$0.75	\$1.15	\$2.00	\$2.65	\$3.00	\$5.00	\$6.75	\$8.50	\$9.50	\$18.00
PLUM FARMER .....	.75	1.15	2.00	2.65	3.00	5.00	6.75	8.50	9.50	18.00
WINFIELD .....	.85	1.25	2.25	2.90	3.50	6.75	8.50	11.25	13.00	25.00
HONEY SWEET .....	1.00	1.50	2.75	3.75	4.50	8.25	11.00	13.50	15.00	30.00
KANSAS .....	.75	1.15	2.00	2.65	3.00	5.00	6.75	8.50	9.50	18.00
COLUMBIAN .....	1.00	1.50	2.75	3.75	4.50	8.25	11.00	13.50	15.00	30.00

## RASPBERRY TRANSPLANTS

	6	12	25	50	75	100	200	300
EARLY KING RED .....	\$0.60	\$1.00	\$1.50	\$2.75	\$3.75	\$4.50	\$8.00	\$11.00
CUTHBERT RED .....	.60	1.25	2.00	3.25	4.25	5.00	9.00	12.00
CUMBERLAND BLACK .....	.75	1.50	2.50	3.75	5.00	6.00	11.00	15.00

## BLACKBERRIES AND DEWBERRIES

	12	25	50	75	100	200	300	400	500	1000
Sucker Plants—										
ELDORADO .....	\$0.50	\$0.85	\$1.50	\$2.00	\$2.50	\$4.25	\$5.40	\$7.00	\$8.50	\$16.00
MERSERAU .....	.75	1.15	2.00	2.60	3.00	5.00	6.75	8.25	10.00	20.00
Root Cutting Plants—										
ELDORADO .....	.75	1.15	2.00	2.60	3.00	5.00	6.75	8.25	10.00	20.00
MERSERAU .....	.85	1.25	2.25	2.90	3.50	6.75	8.50	11.25	13.00	25.00
BLOWERS .....	.85	1.25	2.25	2.90	3.50	6.75	8.50	11.25	13.00	25.00
ALFRED .....	1.00	1.75	3.25	4.25	5.50	10.00	13.50	17.00	20.00	40.00
LUCRETIA DEWBERRY .....	.75	1.15	2.00	2.65	3.00	5.00	6.75	8.50	9.00	18.00

## GRAPE VINES (325 or more at 1000 rate)

	Each	6	12	25	50	100	200	300	1000
CONCORD, 1-yr. XXX .....	\$0.10	\$0.50	\$0.80	\$1.35	\$2.25	\$4.00	\$7.50	\$9.00	\$25.00
CONCORD, 2-yr. XXX .....	.15	.75	1.25	2.00	3.50	6.00	11.00	15.00	40.00
NIAGARA, 1-yr. XXX .....	.12	.60	1.00	1.60	2.75	5.00	9.00	11.00	35.00
NIAGARA, 2-yr. XXX .....	.15	.85	1.50	2.50	4.00	7.00	12.00	16.50	50.00
MOORE'S EARLY, 1-yr. XXX .....	.12	.60	1.00	1.60	2.75	5.00	9.00	11.00	35.00
MOORE'S EARLY, 2-yr. XXX .....	.15	.85	1.60	2.75	4.50	8.00	14.00	19.50	60.00
CAMPBELL'S EARLY, 1-yr. XXX .....	.15	.85	1.60	2.75	4.50	8.00	14.00	19.50	60.00
WORDEN, 1-yr. XXX .....	.12	.60	1.00	1.60	2.75	5.00	9.00	11.00	35.00
DELAWARE, 1-yr. XXX .....	.15	.85	1.60	2.75	4.50	8.00	14.00	19.50	60.00
LUCILE, 1-yr. XXX .....	.20	1.00	1.85	3.50	6.00	10.00			
CHAMPION, 1-yr. XXX .....	.10	.50	.90	1.50	2.75	5.00	9.00	11.00	35.00

FOR PRICES OF CURRANTS, GOOSEBERRIES, ASPARAGUS, HORSE RADISH AND RHUBARB ROOTS, SEE PAGES 26 AND 27.

FOR PRICES OF FRUIT TREES, SEE PAGES 30, 31, 32, 33, AND 34.

## OUR GUARANTEE

We guarantee that every plant, tree, shrub or vine described in this catalog is just as represented—true to name, pure and free from all diseases. We further guarantee that you will get full count and that the stock will reach you in a perfect growing condition. 52 years experience makes this guarantee possible and gives you invaluable protection. We are not satisfied until you are; if any cause for complaint, write us immediately—you will find us anxious to correct any error on our part.



Checked by\_\_\_\_\_

Date \_\_\_\_\_

If additional space is required, continue your order on any ordinary writing paper.



# 100 Mastodon Plants Free!

## for Every 400 You Sell Your Neighbors and Friends

We want you and all your friends to enjoy Emlong's Perfected Mastodon (The World's Greatest Strawberry) this summer, and by this liberal plan we are giving Emlong customers the opportunity to get their plants absolutely free. If you will use a few hours of your spare time calling on your friends or neighbors and tell them about Mastodon or let them read about it themselves on pages 1 and 2, also pages 12, 13, 14 and 15, you will find them anxious and willing to buy at least 100 plants especially at the very low price we are offering them this season. Think of it! These plants will produce a quart or more of berries each this summer and after resting during the winter will bear all of the next summer and fall. For the price of a few quarts of stale fruit you can have a YEAR AROUND supply of BIG DELICIOUS BERRIES.

These plants must be sold at the catalog price of \$4.00 per 100 and remittance in full sent with order. Write the names and addresses of purchasers below, also number of plants they are to have and we will make shipment direct to them at proper planting time.

Gentlemen:

I have sold.....Mastodon and herewith enclose \$.....covering payment in full. Send me.....Mastodon FREE.

At proper planting time send Mastodon plants as indicated to the following.

No. of Plants.....To Name.....R. F. D. or Street.....

Postoffice ..... State.....

No. of Plants.....To Name.....R. F. D. or Street.....

Postoffice ..... State.....

No. of Plants.....To Name.....R. F. D. or Street.....

Postoffice ..... State.....

No. of Plants.....To Name.....R. F. D. or Street.....

Postoffice ..... State.....

If you secure additional orders continue them on any ordinary writing paper.

## Want a Present ? Then Read This

When ordering send us the names and addresses of your friends who you think would be interested in our catalog, we will gladly send them a copy and to repay you for this favor we will include a nice present in your order.

Name..... Address..... R. F. D. or Street.....

Name..... Address..... R. F. D. or Street.....

Name..... Address..... R. F. D. or Street.....

Name..... Address..... R. F. D. or Street.....

Name..... Address..... R. F. D. or Street.....

## Don't Overlook These Two Big Bargains

Ten big Everblooming Rose Bushes, all different colors, only ..... **\$3.85** Thirty Fancy Gladiolus Bulbs, popular varieties, different colors, only .. **\$1.00**



# America's Finest Gladiolus

AT BARGAIN PRICES

Resolve now to enjoy YOUR OWN gorgeous display of beautiful Gladioli this Summer. "Glads" are easy to grow and bloom continuously from July until frost. The varieties we offer are popular everywhere on account of their beautiful colorings and immense blooms.

Flowering size bulbs all varieties named below: 60c per doz.; \$1.00 for 25; 50 for \$1.50; \$2.85 per 100.

Mrs. Francis King. Brilliant scarlet.  
Schawben. Golden yellow.  
Chicago White. Finest pure white.

Principine. Magnificent red.  
Anna Eberius. Rich purple.  
Evelyn Kirtland. Marvelous pink.

<input type="checkbox"/> Offer No. 1	<input type="checkbox"/> Offer No. 2	<input type="checkbox"/> Offer No. 3
3 bulbs each of the above six varieties. 18 in all.	5 bulbs each of the above six varieties. 30 in all.	10 bulbs each of the above six varieties. 60 in all.
\$1.00	\$1.50	\$2.50

**Our Special Supreme "Glad" Mixture. 30 Bulbs, All Colors, \$1.00** ☐

Gentlemen:—

For the enclosed remittance send me at proper planting time the items checked (X) above.

My Name .....

Town ..... County.....

State ..... Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE).

CUT OUT ON THIS LINE



# Gold Medal Rose Collection

12 Big Field Grown Bushes Only \$4.65

This is the last bargain we are offering this year but by no means the "least." Florists, many of the Nurserymen and Nursery Salesmen would charge you all the way from \$10.00 to \$25.00 for this collection which we offer at \$4.65. Now show us that you appreciate these bargains by giving us your order this season. These bushes are strong, well rooted and should bloom this season.

- |                               |                                     |
|-------------------------------|-------------------------------------|
| 2 American Beauty. Best pink. | 2 Gruss an Teplitz. Brilliant fiery |
| 2 Red Radiance. Immense red.  | red.                                |
| 2 Frau K. Druschki. Marvelous | 2 Magna Charta. Beautiful shell     |
| white.                        | pink.                               |
| 1 Crimson Rambler.            | 1 Paul's Scarlet Climber.           |

Gentlemen:—

For the enclosed remittance send me at proper planting time the Gold Medal rose collection.

My Name .....

Town ..... County.....

State ..... Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE)



1. Frau Karl Druschki.

2. General Jacqueminot.

## Rambler and Climbing Roses

For the trellis, porch or arbor Climbing Roses produce a wonderful covering of delicate foliage and delightful flowers. They are all very hardy and require very little if any winter protection. If they grow too rank give them a severe pruning which will increase their bloom.

	Each	3	10
Price of heavy, well rooted 2-yr. plants..	\$.35	\$1.00	\$2.85

**CRIMSON RAMBLER.** One of the best, may be used as a climber or in large bush form. Blooms in large clusters, covering the foliage its entire length with beautiful crimson blossoms.

**DOROTHY PERKINS.** A splendid shell pink climbing rose. A profuse bloomer, flowers large, very double and sweetly scented.

**WHITE PERKINS.** Similar to Dorothy Perkins except that the flowers are pure white.

**CLIMBING AMERICAN BEAUTY.** One of the finest of all Climbing Roses. One of the first to bloom, and produces an abundance of fragrant, rich, red flowers. Perfectly hardy.

**DR. W. VAN FLEET.** A double flesh-pink climber. Flowers when open are four inches in diameter. Excellent for cut flowers.

### PAUL'S SCARLET CLIMBER

This is by far the very finest red Climbing Rose in existence. The flowers are large, semi-double and it verifies its name in its intense scarlet coloring. It never fades out in the hot rays of the sun as other climbers do. Blooms very long, holding its flowers after many of the June bloomers have dropped their petals.

Price: Strong 2-yr. plants, 40c each; 3 for \$1.00; 10 for \$3.00.

# These Hardy Roses Bloom This Summer

Our hardy field grown Roses planted this Spring will bloom all summer, because they are sturdy, well rooted, with 20 to 30 inch well branched tops. Each 3 10  
Prices all varieties.....\$ .50 \$1.35 \$4.00

**GENERAL JACQUEMINOT.** Fiery red, magnificent form and color. One of the most profuse bloomers, possessing rich fragrance.

**CLIO.** A large beautiful pink. Buds form a perfect cup shape. One of the finest pinks, very fragrant.

**FRAU KARL DRUSCHKI.** The finest white rose yet introduced. Sometimes called Snow Queen. Loved by all on account of the extra large, perfectly formed white flowers.

**MAGNA CHARTA.** One of the first to bloom and admired everywhere for its bright pink color. A hardy, profuse bloomer of large globular shaped flowers.

**GRUSS AN TEPLITZ.** Every Rose lover should plant this—as it is one of the freest bloomers, perfectly hardy. Color brilliant crimson.

**PAUL NEYRON.** Blooms unceasingly from June until November. Flowers large, ruddy pink and beautifully shaped.

**ULRICH BRUNNER.** Color rich crimson-scarlet, vigorous and hardy. One of the finest for outdoor culture or cut flowers.

**MARGARET DICKSON.** One of the finest June Roses. Immense flowers, color pure, waxy, unblemished white.

**J. B. CLARK.** Deep scarlet blooms, shading to a rich maroon, immense in size. A strong vigorous grower, one of the finest scarlets.

**MARSHALL P. WILDER.** Extra large, full, deep red, a free bloomer and very handsome.

**MRS. AARON WARD.** Color deep golden orange, shading to creamy yellow. Buds deeply cupped.

**LADY HILLINGDON.** One of the finest both in bud and flower. Blossoms open very double, color a very deep yellow.



Paul's Scarlet Climber.



# Save Half

This year buy your Nursery Stock direct from the grower and cut out the Jobbers, Salesmen, Agents, etc. You'll not only make a big saving but you will be assured of planting fresh dug, true-to-name stock that has not been injured or mixed up by repeated or careless handling.

OUR STOCK IS FRESH DUG AND SHIPPED DIRECT TO YOU WITHOUT ANY DELAY. THAT'S WHY WE CAN GUARANTEE ABSOLUTE SATISFACTION.



*Delicious Apple*  
**30c Each**  
*See page 31*



*Alfred  
Blackberry*  
*See page 24*

*New  
Low  
Prices*

## Henry Emlong & Sons

*52 Years in Berrien County*

**STEVENSVILLE, MICHIGAN**

*Early King Raspberry*

**\$14.00**

*Per Thousand  
See page 20*

